

Press Release

World-Famous Humanitarian & Spiritual Leader 'Amma' turns 60 and Returns to Embrace Thousands in London

Amma (Mata Amritanandamayi) is returning to Alexandra Palace 21st – 23rd October for the 26th year, where thousands of visitors will receive her unique embrace – a symbol of tolerance and diversity. Amma has embraced 33 million people and has established the volunteer-based humanitarian the charitable organisation 'Embracing the World' (ETW). ETW engages in strengthening human rights while supporting the U.N. Millennium Goals, and has built more than 45,000 houses for the homeless and treated 2 million patients for free.

Considered in India to be a 'Mahatma' (great soul), Amma will host a free, three-day event that attracts people from all backgrounds and beliefs. Programmes will include meditation, talks, music and the chance for everyone to receive a personal embrace. Her European tour travels through 11 cities where she is expected to embrace at least 150,000 Europeans, including 15,000 in London. The programme is free, and is run by a team of 700 volunteers.

Celebrities such as Sharon Stone, Jim Carrey, Marion Cotillard and Russell Brand meet Amma each year and support her humanitarian efforts. This year in Washington D.C., Amma embraced members of the U.S Congress at the Capitol Building, including civil rights legend John Lewis who was moved to tears.

Celebrating her 60th birthday on September 27th, Amma will launch several ETW projects, including the planting of 6 million trees, pensions for 59,000 impoverished women, and the unveiling of state-of-the-art biotechnical tools like implantable heart-beating patches and polymer wafers to prevent brain tumours. Endowed with UN special consultative status, ETW offers a huge network of social care projects in education, healthcare, housing, financial support for the destitute and disaster relief. "Amma has done more for the poor than many Governments," said Nobel Peace Prize Laureate Muhammad Yunus after meeting Amma in January 2012 in India.

Amrita University, part of ETW, partners with top universities such as Stanford and Princeton for leading-edge research projects, and offers vocational training to women in trades such as plumbing; using the emerging technology of haptics. Amma is Chancellor of Amrita University with 20,000 students and five campuses. This year she initiated Bio Quest Conference 2013, featuring Nobel Laureate Professor Leland Hartwell and international scientists (including from Universities of Oxford, Cambridge and UCL), who discussed how emerging biotechnology can be harnessed to provide effective aid for communities and individuals in crisis.

It is Amma's message of love as the underlying principle of all existence that attracts people of all nationalities and faith to spend time with her. For her humanitarian work, Amma has won an accolade of international honors such as the Gandhi King Award for Non Violence in 2002, previously won by Kofi Annan and Nelson Mandela; and in 2006 the Interfaith Centre of New York's James Parks Morton Interfaith award, previously presented to the Dalai Lama. END







Full details of Amma's London visit available at: www.amma.org.uk
For all press enquiries, please contact Julia Lewis, Friends of Amma press office: 07748 113538,
EMAIL: ammapr.uk@gmail.com

Notes to editors:

1. Programme/Time
Monday 21st October: 11am start through to late evening
 - a. Tuesday 22nd October: Morning programme 10am, Evening programme 7.30pm
 - b. Wednesday 23rd October: Morning programme 10am, Evening programme 7pm
2. Venue
Alexandra Palace, Alexandra Palace Way, Wood Green, London N22 7AY
3. Full programme details
www.amma.org.uk/ammas-tour.htm
4. Press Appointment:
Monday 21st October between 11 and 4pm
 - a. Tuesday 22nd October between 10 and 2pm
5. Press Accreditation
Julia Lewis, Friends of Amma press office: 07748 113538, email: ammapr.uk@gmail.com
6. Photography, film, video and tape recordings need special permission.
7. Amma stages a world tour once a year, and has presented programmes in the US, Australia, South America, Singapore, Indonesia and Japan.
8. Graphic attached is an overview of the relief projects of Embracing the World

EMBRACING THE WORLD MATA AMRITANANDAMAYI MATH

THE HUMANITARIAN ACTIVITIES OF MATA AMRITANANDAMAYI (AMMA)

	<p>EMPOWERING WOMEN</p> <p>more then 100'000 women helped to start home-based businesses, 12'000 in Andaman Island (organisatin of self help groups, microcredit, vocational training, free computer classes, free medical camps)</p>
	<p>EDUCATION FOR EVERYONE</p> <p>41'000 scholarships for children provided with the goal of 100'00 literacy training for adults (partner JSS), funded with UNESCO-grants schools for speech and hearing improvement, schools for tribal people</p>
	<p>DISASTER RELIEF</p> <p>9'4 Mio. euros in relief & medical care for flood victims in India (2005-2009) 775'000 euros in relief for victims of Hurricane Katrina (2005) 35'5 Mio. euros in relief for victims of the Indian Ocean Tsunami (2004)</p>
	<p>HOMES & SLUM RENOVATION</p> <p>45'000 houses for the homeless in 75 locations in India including roads, electricity, sewage system and clean drinking water 1'600 families relocated from slums into new apartments</p>
	<p>CARE HOMES FOR CHILDREN</p> <p>orphanage for 500 children in Kerala (since 1990) orphanage for 54 children in Nairobi (since 2009)</p>
	<p>FIGHTING HUNGER</p> <p>feeding more then 10 mio. people every year in india (rice, lentils, milk etc.), 100'000 outside of india and 75'000 USA</p>
	<p>HEALTHCARE AND NUTRITION</p> <p>2,6 mio. patients treated for free (www.aimshospital.org) over 100 free medical drives every year outreach programs with cutting-edge technology for remote areas</p>
	<p>COMMUNITY OUTREACH</p> <p>monthly financial aid for 59'000 widows and mentally handicapped people care homes for the elderly free meditation courses for soldiers, prisoners and the general public</p>
	<p>GREEN INITIATIVES</p> <p>member organization of the United Nations billion tree campaign more then 1 mio. trees planted globally since 2001 working with solar energy, permaculture and eco-sanitation</p>
	<p>RESEARCH FOR A BETTER WORLD</p> <p>world's first-ever wireless sensor network system for landslide detection biofeedback systems to bring vocational training into remote areas state-of-the-art, cost effective, biomedical devices (www.amrita.edu)</p>