



Friends of Amma

April 2010

Dear Sir/Madam,

Advertise in Amma's visit Programme Guide 2010

During November 2010, our charitable organization will be sponsoring a two-day event at Alexandra Palace in north London with more than 8,000 expected attendees.

The programme is a spiritual gathering at which individuals will spend time with Sri Mata Amritanandamayi (known as Amma), an internationally renowned spiritual and humanitarian leader unlike any other in the world today. As part of the event, free Programme Guides (booklets) will be distributed to all attendees as a keepsake.

To help support this event and Amma's humanitarian activities, we are contacting business owners who may be interested in advertising in this Programme Guide. Attendees will come from all over the country, though the majority will be London-based, sharing specific interests in holistic health, the environment and spirituality. Placing an advert in the Guide is a wonderful opportunity to reach these individuals.

With this letter are details of advertising rates and specifications along with payment information. Upon request a copy of last year's Programme Guide can be made available; the 2009 guide will follow a similar format.

The deadline for placing advertisements and payments is **15 September 2010**.

Thank you for your consideration and we hope to hear from you. Please do not hesitate to get in touch with any queries.

Best Regards,

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