



MEDIA RELEASE

Celebrated Humanitarian and Spiritual Leader

Winner of '**Gandhi-King Award for Non-Violence**'
United Nations Headquarters, Geneva, 2002

Amma ~ Her Holiness Sri Mata Amritanandamayi Devi

Amma will deliver the Keynote Address on July 13:

**"Pathways to Peace –
the Wisdom of Listening, the Power of Commitment"**

Parliament of the World's Religions

Barcelona, July 7 - 1

"God's love in a human body "

Dr Jane Goodall, describing Amma at the 'Global Initiative of Women Religious and Spiritual Leaders'

Currently touring the United States **AMMA** ("Mother") is world-renowned as an extraordinary humanitarian and spiritual leader who is transforming the lives of hundreds of thousands of people. From poor, humble beginnings in Kerala, South India, Amma has established numerous projects for the service of humanity, and travels the world annually spreading her boundless compassion and love in a most personal way ~ she has embraced over 23 million people. Recently in India, Amma embraced 50,000 people in 22 hours.

At the United Nations in Geneva, 2002, Amma was conferred the prestigious '**Gandhi-King Award for Non-Violence**', in recognition of 30 years of untiring selfless work to alleviate suffering through her vast network of charities and development programs. Humanitarian projects implemented by Amma's organization include: the AiMS super-speciality hospital; health care services, educational institutes ranging from primary to post-graduate university level; housing for the poor and the aged, disaster relief, free meals, pensions for destitute women, and prostitute upliftment programs, sustainable development and environmental initiatives, publications; cancer and Aids treatment services - all dedicated to helping the poor and suffering, regardless of race, sex, caste, nationality or religion.

In Cochin, India, September 2003, representatives from 193 countries and 500,000 visitors attended the spectacular 4-day international peace conference, "**Embracing the World for Peace and Harmony**" in honour of Amma's 50th Birthday. At the Interfaith, Women's, Business & CEO, and Youth Summits, unanimous resolutions were passed for local and global, value based cooperative action to benefit humanity. From Australia, the Governor General, Attorney General, the former Leader of the Opposition, Premiers Bracks, Beattie, and other MPs, sent messages of congratulation to Amma. This inspiring event, uniting people from all over the world, received huge international media response

In April 2004, during her 13th annual Australian Tour "*Embracing The World*", Amma received about 20,000 people from all walks of life, beliefs and religions, with her blessing – a healing embrace for everyone who wished to meet her. Amma's free public programs in Perth, Melbourne, Sydney, Brisbane and Gold Coast, also included her message of world peace, love, tolerance, and selfless service, together with devotional music and meditation. All proceeds from the Tour contributed to supporting Amma's massive charitable projects in India.

PLEASE FURTHER MEDIA ENQUIRIES TO

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SELECTED QUOTES ABOUT AMMA

"The world today needs solid proof that our human values are useful. Amma's work in the field of spirituality, as well as social service, provides us with the much needed proof."

Former Indian Prime Minister Atal Vajpayee at the inauguration of the AIMS hospital.

"Let Amma's love and compassion roll like a tidal wave and engulf the whole world, flowing so that no child who is hungry and without a mother will go on suffering." –

Mr. Bawa Jain, Secretary General, World Council of Religious Leaders.

"By her emphasis on selfless service and charity, Amma will, I believe, hugely influence the future world." Br. Wayne Teasdale, Trustee, Parliament of World Religions.

"She wants us to live in harmony with ourselves. She wants us to live in harmony with the environment. She wants us to live in harmony with each other.

This is her message." Governor T.N. Chaturvedi of Karnataka State, India, welcoming Amma in front of 100,000 people in Mangalore, February 2004.

"What I cherish about Amma is that she not only talks the talk and is the embodiment of unconditional love, but she expresses that love in action. Mahatma Gandhi urged us to 'be the change we wish to see in the world'. Amma IS the change she wants to see in our world.

She is a profound living example for all of us." Yolanda King, daughter of the late Martin Luther King, and director of the 'Martin Luther King Jr. Center for Non-Violent Social Change', Washington DC.

"I think Amma is truly doing more for women than any other being on earth."

Linda Evans, actress and environmentalist.

"For centuries, Jews have been praying to come under the wings of 'Shekhinah', the Divine Mother – 'she who dwells within' who is considered to be God's imminence... This tells us that memory of God the Mother has never left us. I thank Amma for giving me the experience of the Divine Mother." Rabbi Leah Novack, leader of Pathfinder Movement.

'At a time when security and peace issues dominate the international agenda, her actions and activities are a beacon of light and inspiration to Australians and people all over the world.' Simon Crean, Australian MP.

"Mata Amritanandamayi...is fast becoming a world-renowned spiritual leader like Mother Teresa or Mohandas Gandhi." Reuters News, Los Angeles, June 27, 2001.

"She smells sweet like roses. She is rocking me and whispering things into my ear. And it's honestly one of the most exquisite, unburdening feelings I have ever felt. I feel a rush of bliss ... I feel like I'm merging with all things." Ruth Ostrow, Weekend Australian, 25 April 2004

About Amma's 4 day **"EMBRACING THE WORLD FOR PEACE AND HARMONY"** Conference, celebrating Amma's 50th Birthday ~ Cochin, India, 24-27 September 2003:

"The response of the international media to Amma's programme proves that she is a global personality. I am amazed that so many CEO's gathered at Amma's call to see what they could do for the nation". Millicent White, P.R. Reider Finance, New York.

"The spirit of volunteerism is great and you're helped with a genuine smile. It is amazing to see the rich and poor both standing in the same queue to enter the stadium for a long time." Charles Havilland, BBC Radio Sept. 2003.

"Amma's Projects Invite Instant Embrace", "Amritapuri brims with spiritual ecstasy", "Confluence of faiths spreads rare fragrance". Indian Press Headlines.

"I'm going to take this concept of love and compassion to the next level at HP [Hewlett-Packard]. This is an excellent model of how you really make a productive enterprise.

I think we can apply that in a special way."

Vyomesh Joshi, Executive Vice President of Imaging & Printing Group, Hewlett-Packard.

"A perfect blend of modernism, spirituality and professionalism. A miracle has happened. The convergence of the world has started."

Om Prakash, Freelance Journalist from Dehli.