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Spreading the word of love and peace

Amma is coming to the Gold Coast to do what she does best – hugging people. The world renowned humanitarian and spiritual leader, less commonly known as Mata Amritanandamayi, annually spreads the word of love and peace in the most personal and simplest ways: a good old cuddle.

Revered as a living saint, Amma (Hindi for Mother), 50, is estimated to have embraced more than 23 million people in her lifetime, recently hugging 50,000 people in India over 22 hours.

Amma will greet people on the Gold Coast with wide-open arms this weekend on her worldwide Embracing the World tour.

The modern day Mother Teresa envisions and preaches an all-encompassing path towards world peace, called 'universal motherhood'.

"The essence of motherhood is not restricted to women who have given birth.....it is an attitude of the mind, it is love, and that love is the very breath of life," she says.

Amma's work was recognized by the United Nations when she was honoured with the Gandhi-King Award for Non-Violence.

(Courtesy of the Gold Coast Bulletin)