



Ref: UNMC/009

Bangkok, August 19, 2009

Subject: Art of Living and Stand Up & Take Action Against Poverty 2009

Respected Sri Sri Ravi Shankar ji,

Warm greetings from the United Nations Millennium Campaign. Please accept our gratitude and appreciation for Art of Living's continued keen interest and support for the global campaign against poverty, **Stand Up and Take Action Against Poverty and for the Millennium Development Goals**, an advocacy initiative of the United Nations Millennium Campaign. The Millennium Campaign recognises the significant contribution of your organization towards this global movement.

Last year, more than 116 million people around the world participated in the event by standing up and pledging their solidarity with the world's poorest people, out of which The Art of Living contributed 10.6 million people and planted 9.6 million saplings around the world in support of goal 7, environmental sustainability. The campaign was widely covered globally by major media networks and is still the largest single, coordinated movement of people in the history of the Guinness World Records. This year, the Millennium Campaign will again join forces with the Global Call to Action against Poverty (GCAP) and a wide range of partners worldwide to mobilize millions more people to **STAND UP and TAKE ACTION NOW** and to set a new Guinness world record. The challenge will **take place over 72 hours between Oct 15th midnight to Oct 18th midnight**.

We are excited by our partnership with the Art of Living on the **SPEED UP MDGs** campaign, where you will lead and guide this worldwide campaign through AOL's trusts and affiliates to mobilize millions of people to demand accountability from their governments to speed up achievement of goals relating to poverty and hunger, education and environmental sustainability through concrete actions such as filing Right to Information petitions. These are truly significant and important actions that send a clear message around the world about the importance of taking some concrete action in support of the MDGs. AOL's actions on these goals will inspire millions of people to do their own bit for the alleviation of global poverty.

Please visit our website at www.standagainstopoverty.org for latest updates on planned events around the world to see the different kinds of actions that people are taking for this cause. Please accept our heartfelt gratitude and we indeed look forward to working again with Art of Living in the continued fight against global poverty.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Minar Pimple'.

Minar Pimple
Deputy Director, Head of Asia
UN Millennium Campaign

His Holiness Sri Sri Ravi Shankar ji
Founder, Art of Living International Foundation
Bangalore
India