



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

Date: 10/09/08

Subject: Art of Living and Stand Up & Take Action Against Poverty 2008

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 43.7 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 to 6.5 million people. 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** and to set a new Guinness world record. The challenge will **take place over 72 hours between Oct 16th midnight to Oct 19th midnight**.

We are excited by our partnership with the Art of Living on the **MISSION GREEN EARTH STAND UP and TAKE ACTION Challenge 2008**, where you will lead and guide this worldwide campaign through AOL's trusts and affiliates to mobilize millions of people to plant 100 million trees in support of MDG 7, environmental sustainability. Under your guidance, 100 million people will **STAND UP** around the world in support of the MDGs from October 17th to 19th. 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 massive action on this goal 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 blue ink, appearing to read 'Minar Pimple', with a long horizontal line extending to the right.

Minar Pimple
Deputy Director, Asia
UN Millennium Campaign