



MATA AMRITANANDAMAYI CENTER

January 2010 NY/NJ-PG

Dear Business Owner,

This summer, our charitable organization will be holding events in 10 cities across the US. Sri Mata Amritanandamayi (also known as Amma), an internationally renowned humanitarian leader and spiritual teacher, will lead the programs. The programs are spiritual gatherings during which individuals spend time with Amma. As part of the event, free Program Guides are distributed to all attendees as a keepsake.

To help support these events, we are contacting individuals and business owners who may be interested in advertising in the Program Guide on a national level.

The events are being held in the following cities – Seattle, WA; San Ramon (Bay Area), CA; Los Angeles, CA; Albuquerque, NM; Dallas, TX; Chicago, IL; Coralville/Iowa City, IA; Washington DC; New York, NY; and Boston, MA.

This year, we are expecting an attendance in excess of 50,000 people across the country. A National Ad is an effective means of reaching many individuals across the nation. Local Ads are also available in any of the above cities, if preferred.

We invite you to review the attached information. To view a sample program guide from last year's national ads, please visit <http://ammatour.getacustomsite.com/home.html>. Included is a sample copy of last year's ads from NYC; the 2010 guide will follow a similar format. Contact information, ad sizes and rates, an informational pamphlet, and a contract form are also attached. The deadline for placing national or local ads is March 19th 2010.

MA Center is tax exempt under Section 501(c) (3) of the federal tax laws. Please consult with your tax advisor regarding deductibility.

For questions on design requirements please contact: **PATTY**at HOME: 941-360-8844, CELL: 203-219-6428, patopatty@yahoo.com

Please make payment to: **MA CENTER** and mail, with attached copy of your ad order form to: **STEVE** at: 2010 NY PROGRAM GUIDE, C/O STEVE ABRAHAMS, PO BOX 655, SAN RAMON, CA 94583. CELL: 510-209-6123, ammasripati@yahoo.com

For questions on sales help, ads, or design requirements please contact: **MOHAN** - NY PG sales coordinator: 973-214-0067, ammasmohan@gmail.com

Thank you for your consideration and we hope to hear from you.

Best Regards