Mata Amritanandamayi, Amma, Humanitarian & Spiritual Leader to visit North America for the 25th year

Reputed as a tireless humanitarian, Mata Amritanandamayi, better known as “Amma” is scheduled to visit North America as part of an eleven-city tour, where she will receive thousands with her blessing—a healing embrace.

The U.S. tour begins in Seattle, then to San Ramon in the California Bay Area, Los Angeles, Albuquerque, Dallas, Iowa, Chicago, New York City, and Washington D.C., Marlborough, MA and Toronto, Canada. Free public programs will be available in all cities, with retreats being offered in Seattle, San Ramon, Los Angeles, Albuquerque, Marlborough and Toronto. The retreats offer meditation classes, Question and Answer session with Amma, as well as the opportunity for attendees to participate in selfless service, yoga and other activities.

Since Amma has been coming to the west, a variety of programs have been created, inspired by her teachings: meditation classes offered in prisons, Mother’s Kitchen, a program which feeds the homeless in a variety of cities, Green Friends Tree planting, and Circle of Love to communicate with people in need of community.

Considered a living Saint in her homeland of India, Amma, (57) has quietly gained an extraordinary reputation over the last 30 years as a result of the extensive charitable institutions she has established and for her personal outreach. The recipient of numerous humanitarian awards, Amma sleeps merely a couple hours per day, teaching by the constant example of her own life that is dedicated to selfless social service. In a CBS TV Primetime Special entitled In God’s Name, Amma was profiled as one the world’s twelve most influential religious leaders, and the only woman selected. Other figures included Pope Benedict XVI, the Dalai Lama, the Grand Rabbi of Jerusalem, the Grand Ayatollah, and the Archbishop of Canterbury.

“Mata Amritanandamayi...is fast becoming a world-renowned spiritual leader like Mother Teresa or Mohandas Gandhi.” –Reuters News

Humanitarian Institutions: “Compassion to the poor is our duty to God”
With official NGO status granted by the U.N., Amma oversees a vast network of volunteer humanitarian activities of three distinct types: 1) direct aid to the needy, 2) educational institutions designed to help the underprivileged learn to help themselves, and 3) social programs that serve broader society and the environment. The list of endeavors is remarkably long, ranging from 1300-bed charitable hospitals, to the building of over 100,000 homes for the poor, to orphanages, pensions for widows, hospices, a wide array of subsidized schools, to Green Friends, an environmental youth program, whereby over 150,000 tree saplings are planted annually. New charitable activities are created rapidly and regularly around the world by volunteers, inspired by Amma’s example. For more information, please visit www.amma.org or www.embracingtheworld.org.

Since 2001, following the devastating earthquakes that rocked the Gujarat regions of India, Amma emerged as a leading figure in disaster relief. Through her charitable trust, three razed villages were entirely rebuilt. In 2004, her efforts towards Tsunami Relief made international headlines (World News Tonight with Peter Jennings, BBC News, New York Times) as over $50 million has been contributed to that cause. In the U.S., a million dollar aid donation was given to the Bush-Clinton Katrina Fund.

Unity of all great religions

Though born into the Hindu faith, Amma steadfastly supports all great religions, encouraging aspirants to go deeper in their own traditional path. “There is no harm in having many religions and faiths”, she says, “but it is harmful to think they are different, and that one faith is higher and another lower.” In her speech at the U.N., Amma described the real source of historical world conflict as “lack of awareness of our true nature”. She says, “my religion is love.”

Recognition in the West

In 1993 Amma was a selected President at the Centenary Parliament of World Religions in Chicago and in 1995 was a keynote speaker at the United Nations 50th Anniversary Commemoration. At the invitation of U.N. Secretary General Kofi Annan, Amma addressed the U.N. at The Millennium World Peace Summit, in 2000 as part of a select delegation of "preeminent religious and spiritual leaders". In 2002, Amma was greeted by a roaring standing ovation at the U.N. in Geneva upon being recognized with the Gandhi-King Award for Non-Violence, an award previously given to Nelson Mandela, Kofi Annan, and Dr. Jane Goodall.

Amma was the closing plenary at the 2004 Parliament of The World’s Religions in Barcelona, and in recognition of her efforts in disaster relief, received the James Parks Morton Award in 2006 along with Nobel Laureate Mohamed ElBaradei, Supreme Court Justice Stephen Breyer, and actor-activist Richard Gere. This award had previously been given to Bishop Desmond Tutu, His Holiness the Dalai Lama, and President Bill Clinton.

Program Information: The free programs will be held at Hotel Intercontinental Dallas on June 22nd at 10am and 7:30pm. June 23 programs begin at 10am. At 7:00pm. Amma will conduct Atma Puja held for peace and upliftment of the world.

Numbered tokens for individual blessings are distributed 1hr before program. Due to the large number of people attending each program, those with tokens may have to wait awhile before their number range is posted.

The location of the 2011 Dallas event is:

LOCATION: Hotel Intercontinental Dallas

ADDRESS: 15201 Dallas Parkway, Dallas, TX 75001

For more information about Amma or the two day Dallas event, call Jeff Warren at 214-755-7146, email jwarren@markmangroup.com or visit www.ammadallas.org/ or www.ama.org or www.embracingtheworld.org

Contact: Jeff Warren

Phone: 214-755-7146