



a non-profit educational and humanitarian organization

Ref: Campaign for Stress Free Violence Free Community – A Special Invitation

Honorable Council member,

I am writing to you on behalf of The Art of Living Foundation (AOLF), which is initiating a special campaign “Stress Free Violence Free Community” in Northern California. This initiative promotes peace, human values, and cultural unity in diversity. The vision is a campaign for “**Stress-free Violence-free Community**”. The U.S. has long embraced these values and has been a role model for the rest of the world.

It is with great humility and respect, we invite you to attend Campaign Launch event on **Sunday, March 24th, 2013 4pm to 6 pm at the San Jose Convention Center in San Jose, CA** and lead the assembled inspired audience with your presence.

As a keynote attendee, you will be in distinguished company. Also attending are a multitude of local civic, government and community leaders, Silicon Valley corporate employees and leaders of numerous local corporations and non-governmental organizations. The only objective on Sunday is to galvanize the more than 10 thousand inspired local residents expected to attend, to collaborate and take action in select local community projects and embrace the intention for a stress free and violence free California.

We are pleased to share with you that world-renowned humanitarian and Spiritual leader and founder of Art of Living foundation **His Holiness Sri Sri Ravi Shankar** will himself be present at the event and will be launching the California campaign for a Stress Free Violence Free community. For the past 30 years he has championed this cause working alongside world governments and like-minded humanitarians such as Dalai Lama, producing lasting results.

We sincerely hope that you can attend this event, because we believe that your presence will help tremendously in carrying forward the vision of stress free violence free community.

Enclosed is more information for your review For any other information and further correspondence I can be reached at 510-910-6995. Satinder.grewal@artofliving.org

Respectfully-

Satinder Grewal, Campaign and Event Manager



a non-profit educational and humanitarian organization

STRESS-FREE VIOLENCE-FREE COMMUNITY | March to October 2013

The Art of Living Foundation (AOLF) is initiating a special campaign "***Stress Free Violence Free Community***" in Northern California.

Mission:

The Mission of this campaign is to lead a sustainable Bay Area wide grassroots movement that brings together 1000s of individuals from schools, organizations, corporations, foundations and the government in a collaborative effort to build a stress-free, violence-free society. We want to create a community where every member feels connected to a greater whole, and empowered to create positive change around them. We will do this by engaging everyday people into compassionate action, inspiring them to stand together as a collective force of change, in turn creating waves of giving in the community.

The need:

The acts of violence in schools and public places -- including Sandy Hook (Connecticut), Aurora (Colorado), Oak Creek (Wisconsin), locally (in Oakland, San Jose, East Palo Alto) – over the past year have left the nation baffled and seeking for answers. We believe that we have the power to truly eliminate this violence when we come together as a society and speak out with one voice for peace by supporting our own communities. The most effective way for any change to occur is one individual at a time, and one action at a time.

Get involved:

JOIN THE CAMPAIGN- Partner with us in providing programs to the community to achieve stress-free, violence-free living for every segment of the society. Be featured on our website as a coalition partner.

ATTEND THE KICKOFF EVENT- Stand together with thousands of others on March 24th to kick off the stress-free violence-free campaign. Show solidarity with a cause that is need of the hour.

COLLABORATE TOWARD THE CAMPAIGN – Make your city a partner in this cause. Sign a MOU (Memorandum of Understanding) with Art of Living Foundation and provide avenues for partnerships and rolling out programs in your city.

STATE YOUR MESSAGE- Share a quote supporting the campaign. It will be used in media outreach in your city and across the bay.

We invite you to attend the launch event. We believe that your presence will make a difference to the city and communities you work with.

Campaign Launch Event| March 24th| 4pm to 6pm

The campaign will be launched on March 24th by a world-renowned humanitarian and founder of Art of Living Foundation, **Sri Sri Ravi Shankar**, along with representatives from schools, organizations, corporations, foundations, government, and the local community.

Sri Sri Ravi Shankar is a humanitarian leader, spiritual teacher and an ambassador of peace. His vision of a stress-free, violence-free society has united millions of people the world over through service projects and the courses of The Art of Living.

For over three decades, Sri Sri Ravi Shankar has been engaged in:

- Promoting human values
- Fostering interfaith harmony
- Building communal unity
- Encouraging social responsibility
- Spearheading humanitarian causes

Sri Sri Ravi Shankar's vision of a violence-free, stress-free society through the reawakening of human values has been recognized and appreciated the world over. Sri Sri has been honored for his contribution to humanity in the fields of conflict resolution, peace promotion and for promoting human values. The awards and felicitations bestowed on Sri Sri celebrate the causes that he champions as well as his philosophy of a one world family.

Communities from different backgrounds and faiths have joined in Sri Sri's. When Sri Sri was awarded the Culture in Balance award in October 2009, he said: **"I share this award with all those people who stand for a violence-free and stress-free society. This award is not for a person or personality, but for a principle that stands for the ideal of a one world family and cultural plurality."**

International Honors (Partial List)

1. Siddha Shri Award, Belgaum, Karnataka, India, Dec 2, 2012
2. Highest civilian award 'National Order of Merito de Comuneros, Paraguay, Sept 13, 2012
3. Illustrious citizen by the Paraguayan Municipality, Sept 12, 2012
4. Illustrious guest of the city of Asuncion, Paraguay, Sept 12, 2012
5. Tiradentes Medal, the highest honor from Rio de Janeiro State, Brazil, Sept. 3, 2012
6. The Sivananda World Peace award, Sivananda Foundation, South Africa, Aug. 26, 2012
7. Award for Peace & Harmony by Al-Mustafa University, Iran at Delhi, India, March 11, 2012
8. Human of the World Award, (bestowed by the Academy of National Security of Russia), Berlin, July 1, 2011
9. Crans Montana Forum Award, Brussels, June 24, 2011
10. 2010 Atmajyoti Award, Delhi, India, Sept. 23, 2010
11. Culture in Balance Award, World Culture Forum, Dresden Germany, October 10, 2009
12. The Ball of Peace awarded by The Peace Doves, Norway, June 13, 2009
13. Phoenix Award, Atlanta, USA, 2008
14. Honorary Citizenship and Goodwill Ambassador, Houston, USA, 2008
15. Proclamation of Commendation, New Jersey, 2008
16. Architect of World Peace Award, India, 2008
17. 'Light of East' National Award, India, 2008
18. Honored by United Nations Millennium Campaign (UNMC) for his contributions towards achieving the Millennium Development Goals, 2007
19. Honored by the city of Washington DC by proclaiming the week of his visit as 'Human Values Week' in March 2007
20. National Veterans Foundation Award, USA, 2007
21. Leadership Award for Extraordinary Promotion of World Peace and Harmony by Amity University, New Delhi, 2007
22. Honorary Citizenship by City of Baltimore, Canada, 2006
23. Honorary Citizen of the City of Calgary, Canada, 2006
24. Centennial 2006 Medallion by the Legislative Assembly of Calgary, Canada, 2006
25. The 2006 International Peace Award by 'For the Love of Children Society of Alberta Canada', 2006
26. The Humanitarian Award by the city of Brampton, Ontario, 2006

The Art of Living Foundation (AOLF) is an international nonprofit educational and humanitarian organization with a presence in over 140 countries around the world. Founded in 1981 by His Holiness Sri Sri Ravi Shankar, the Foundation has special consultative status with the Economic and Social Council (ECOSOC) of the United Nations and is dedicated to empowering communities by strengthening individuals. Through a wide array of programs and grass-root initiatives, the foundation works in the following six key areas:

- **SELF-DEVELOPMENT PROGRAMS:** The AOLF's unique Self-Development programs are based on ancient breathing techniques, meditation, and modern group dynamics, and cater to every age group and section of society. Over 20 million people from all walks of life worldwide have benefited through these programs to alleviate the effects of stress and increase joy and enthusiasm in daily life.
- **CONFLICT RESOLUTION:** The AOLF has been instrumental in promoting peace and harmony in conflict stricken areas such as Afghanistan, Kosovo, Iraq, Sri Lanka, Kashmir and Israel. The program includes techniques that create a sense of belongingness and deeper understanding of the diversity of life. It has been very successful in opening lines of communication between opposing groups and creating a platform for open dialogue.
- **TRAUMA RELIEF:** The AOLF's Trauma Relief program has brought much needed relief and support to hundreds of thousands of people following both man-made and natural disasters, such as 9/11 New York, South Asia Tsunami, Beslan Floods, and Hurricane Katrina. In addition to providing medical attention, essential supplies, and shelter, the program is comprised of stress-elimination workshops and self-help groups that equip trauma victims with the confidence and the ability to combat post-trauma stress disorder (PTSD).
- **YOUTH EMPOWERMENT:** The AOLF offers customized stress elimination and training programs for high-achieving, mainstream, at-risk and rural youth. These programs work to create responsible young leaders and reduce youth based violence. Successfully implemented in South Asia, South Africa, the Middle East and Latin America, the foundation has also been working with several school districts in the United States and with youth in New Orleans.
- **PRISON PROGRAM:** The AOLF's Prison Program enables prisoners, guards, police and parole officers, judges, and other participants to effectively deal with stress and anger, break the cycle of violence, and helps with reintegration of prisoners into society. Through this program, the foundation has reached approximately 175,000 prisoners in countries including the USA, Russia, Netherlands, Scandinavia, Brazil, Great Britain, Germany, South Africa, United Arab Emirates and India.
- **SUSTAINABLE DEVELOPMENT:** In efforts to support socio-economic growth at grass-root levels, the AOLF has reached out to more than 25,000 villages implementing the 5H program - Health, Homes, Hygiene, Harmony in Diversity and Human Values. Besides 5H program it has initiated programs in the areas of chemical free farming, natural resources management, vocational training and women empowerment.

P.O. Box 50003
Santa Barbara, CA 93150
800.897.5913
www.artofliving.org

The Art of Living Foundation is dedicated to serving society by strengthening the individual. We do this by offering programs that eliminate stress, create a sense of belonging, restore human values, and encourage people from all backgrounds, religions and cultural traditions to come together in celebration and service.

As a Non-Governmental Organization (NGO), The Art of Living Foundation works in special consultative status with the Economic and Social Council (ECOSOC) of the United Nations, participating in a variety of committees and activities relating to health and conflict resolution. We also conduct a number of educational programs and in partnership with the International Association for Human Values (IAHV), we carry on various humanitarian service projects that:

UPLIFT THE INDIVIDUAL

Friendliness, compassion, love and caring – these human values are part of us, yet most of the time they are covered by a veil of stress. A disease-free body and a stress-free mind are the birthrights of every human being, yet we have never been taught how to handle our negative emotions. The Art of Living Foundation offers simple and effective techniques that alleviate the effects of stress and increase joy and enthusiasm in daily life.

MAKE A DIFFERENCE IN THE COMMUNITY

Serving others is an expression of joy, an expression of love; through service to humanity we can expand our individual boundaries. When we focus on how we can be useful to the people around us and to the whole world, our hearts blossom and a new dimension opens within us. Volunteer projects are integral to the Art of Living. The Foundation emphasizes social responsibility and inspires individuals to give back to their communities.

FOSTER GLOBAL CHANGE

Today there is a great need for all of us to move from limited identifications of nationality, race, religion and culture to a broader understanding of the unity of human life, which can help to bring about a more peaceful world. The founder of the Art of Living Foundation, His Holiness Sri Sri Ravi Shankar, travels the world addressing various forums to foster human values and spread a message of unity among all traditions.

P.O. Box 50063
Santa Barbara, CA 93150
800.897.5913
www.artofliving.org

MEMBERSHIPS

- CONGO (Conference of NGOs in Consultative Status with ECOSOC of the United Nations), Geneva and New York
- United Nations NGO Committees: Health, Mental Health, Committee on Aging, New York
- United Nations NGO Values Caucus, New York and Geneva
- International Union for Health Promotion and Education, Paris
- NGO Forum for Health, Geneva
- National Association of Women's Organizations, Uganda

INTERNATIONAL RECOGNITION OF HONOR
(PARTIAL LISTING)

- 2006 St. Peters the Great Award by the Russian Government
- 2006 Award by the Government of Mongolia in recognition of H.H. Sri Sri Ravi Shankar's contribution to the nation
- 2004 National Day of Prayer at the White House, Washington, DC, USA
- 2003 U.N. World Economic Forum: Davos, Switzerland
- 2002 U.N. 55th Annual DPI/NGO Conference: "Breaking the Cycle of Violence"; New York, USA
- 2002 World Summit for Sustainable Development (WSSD) Johannesburg, South Africa
- 2002 U.N. World Economic Forum: New York, USA
- 2002 U.N. - World Summit on Sustainable Development Prepcom New York, USA
- 2001 Back on Track America: Program aimed at getting US businesses back on track after 9/11
- 2001 54th annual DPI/NGO Conference: NGOs Today: Diversity of the Volunteer Experience
- 2001 UN Conference on Racism and Discrimination, Durban, South Africa
- 2001 Village Adoption Program for Post-Quake Reconstruction and Rehabilitation, Gujarat, India
- 2000 U.N. Millennium World Peace Summit, New York, USA
- 2000 XIII International Aids Conference, Durban, South Africa
- 1999 UN-NGO Conference, Seoul, Korea, Youth Program Leader: Inspire, Empower, Act!
- 1998 World Conference on Conflict Resolution, St. Petersburg, Russia
- 1998 International Symposium: Human Values and Human Rights, Zagreb, Croatia
- 1997 "Guru Mahatmya" award by Government of Maharashtra, India
- 1996 International Conference of Helsinki Citizen's Assembly, Armenia
- 1995 U.N. World Social Summit, Copenhagen

RECOGNITION OF HONOR IN THE U.S.
(PARTIAL LISTING)

- 2005 Proclamation by Mayor Bob Wasserman, Fremont, California presented to IAHV and Art of Living Foundation for Tsunami Relief, trauma care and rehabilitation
- 2005 Global Humanitarian Award from the Governor of Illinois
- 2004 Proclamation by Mayor Gus Morrison, Fremont, California, presented to IAHV
- 2003 Proclamation by Mayor Tom Bates, Berkeley, California - Declaration of May 14th as "H.H. Sri Sri Ravi Shankar Day"
- 2002 Proclamation by Governor James E. McGreevey, New Jersey, presented to His Holiness Sri Sri Ravi Shankar
- 2002 Recognition of Honor by Mayor James K. Hahn, Los Angeles, California, presented to the Foundation
- 2002 "His Holiness Sri Sri Ravi Shankar Day," Chicago, Illinois, June 28
- 2002 "His Holiness Sri Sri Ravi Shankar Day," Beverly Hills, California, May 8
- 2002 Phoenix Award awarded by Mayor of Atlanta, Georgia, April 29
- 2002 Atlanta Senate Resolution, Declaration of April 29 as "H.H. Sri Sri Ravi Shankar Day" in Atlanta
- 2002 His Holiness Sri Sri Ravi Shankar Day in Austin, Texas, January 10
- 2001 Letter of Support by Mayor Marylou Makepeace, Colorado Springs, Colorado, presented to H.H. Sri Sri Ravi Shankar
- 2001 Certificate of Congressional Recognition, Congresswoman Sheila Jackson Lee, Houston, Texas - presented to IAHV, 5H Program
- 2001 Letter of Support by Senator Hillary Rodham Clinton, Washington, DC, presented to IAHV, 5H Program
- 2001 Certificate of Honor by the Board of Supervisors, San Francisco, California, presented to IAHV, 5H Program
- 2001 His Holiness Sri Sri Ravi Shankar Day in Washington, DC August 26
- 1990-91 Advisory Board, Yale Divinity School

P.O. Box 50003
Santa Barbara, CA 93150
800.897.5913
www.artofliving.org



CAMPAIGN FOR A
**STRESS FREE
VIOLENCE FREE**
COMMUNITY

Join in!

stressfreeviolencefree.org



JOIN THE CAMPAIGN!

Take action in your community



ATTEND THE LAUNCH!

March 24th featuring global
humanitarian Sri Sri Ravi Shankar

San Jose McEnery Convention Center
150 West San Carlos St.
San Jose, CA

Get your tickets!

stressfreeviolencefree.org