

Soulchill

YP Newsletter July, 2005

Brainstorming for poster tag lines...

feel the peace inside

only you, can make a change

discover the appreciation of life

your breath, is the footprint of your life

life is a feeling!

experience life!

there's a reason!

your treasure is inside

your riches are inside - check it out!

fills you where it matters.

life has a meaning

what you are looking for is inside you

we are born with peace-lets use it

to feel peace is ones birth right, exercise it.

don't forget to breathe

now is everything

see more, close your eyes

Exciting times. This summer includes events in North America and throughout Europe. Young people got on the phone and talked about how we can help. Below are some notes from the conference calls.

LOOKING TOWARDS INDIA...

At some events in India people have been inviting an average of **40 GUESTS EACH**. In India the focus has been on inviting people, not on advertising.



This has presented the West with quite a challenge - it simply isn't a case of matching what was achieved last year. Maharaji is making the effort to come to Europe and the challenge is to **MAKE IT WORTH HIS WHILE** - and that means really going for it.

We have to work out how we can **INVITE AS MANY PEOPLE AS POSSIBLE** ourselves, and how we can help others invite loads of people too. It's not just a case of bringing people to events with Maharaji there are also the monthly "near-live" broadcast events - an excellent opportunity for introducing people to the message.

It's time for Europe to **WAKE UP** and follow India's example and work with a real passion to offer the opportunity of Maharaji's message to people.

THE KEYS...

The Keys are now here. Once someone is interested there is a practical way to follow up that interest by seeing the Discover More DVD/brochure, and prepare for and receive Knowledge simply using the Keys.

NEW DVD...

There is a new 10-minute DVD that features clips from Berkley and music, which has been designed to be accessible to younger people. This is likely to appear in May. Hopefully there will be subtitles on the DVDs for the various European languages, so it **CAN BE USED BY EVERYONE**.

FRIEDEN IST EIN GEFÜHL - from Germany

After passing through a series of bureaucratic channels for the past 4 months, finally we've got the acceptance and now we are doing the event in the Theatre of our University, the 'University of Bremen' every Thursday.

We've also managed to put on the Uni website. Last week was our first attempt, where two guests came, I know it doesn't sound a good number... Lets see! We are doing it again tomorrow, this time we've also arranged the translation kits from Hamburg.

Robin

got it, found it, feel it!

for those who hear a
different drummer

life is moving, hang
on for the ride

it's all inside!

life makes sense!

make sense out of
life!

the greatest buzz is
within

check out the
sweetest thing

check out the love
of your life

breakthrough for
breath

the meaning of life.

life has a meaning

this is not a religion

sail with the breadth

don't miss peace

don't read it, feel it.

see your eyes

peace is a taste,
produced in heart

breathe. it feels
good

inner-galactic space
travel

stop running, you've
already won

feel the peace
inside

The DVD will be packaged in a nice way - attractive to young people - and it gives you confidence to go up to people and start talking to them. We've been thinking about how to distribute the DVD. Obviously we can give it to our friends, but we need to **GET IT OUT INTO THE PUBLIC.**

What about **PARKS** - there are lots of parks in London and they are generally quite busy - especially in the summer when there are often lots of special events, concerts etc. taking place. The idea is to go where there is already a crowd and a **FRIENDLY ATMOSPHERE.**

Check out the new materials website, www.coolchill.org a brand new website with all the materials you need to put on an event, including funky invites, posters and handouts. You can also log onto the message board to keep up to date with what people are doing around the world, read about new ideas and post some of your own! www.coolchill.org/forums

Another idea is to approach **UNIVERSITIES** - in this case the London School of Economics - and ask them if we can promote Maharaji and his message there - with a view to Maharaji giving a lecture there at some point. The LSE is well known for its public lectures by world figures and would be an excellent forum for this kind of **PRESTIGIOUS EVENT.**

PRESENTING MAHARAJI IN LONDON...

There is a **SENSE OF EXCITEMENT** in London and we want to make this a big event - want to create a surge of positive interest in Maharaji and his message building up to the event.

We are planning to have a stand at the Asian Lifestyle Exhibition (a 3 day event in the week before the event in London). At least 40000 people are expected to pass through the exhibition and it is being sponsored by British Airways, a radio and TV station. There will be radio and TV slots dedicated to the exhibition - so it would be good to utilize some of them, if we can.

There are plans for a mail shot of invitations to the event in the Wembley area (where the event is taking place) - to make local people aware of what is going on.

We are also planning a program of **OUTREACH ALL OVER THE WORLD**, getting people from all over the world to invite their friends who live in or are passing through London that weekend.

We are planning more things - invitation cards to help people invite others. I have been to Calcutta and seen what can be achieved there. **LET'S MAKE HIM PROUD.**



MUSIC IN MEXICO

Just wanted to let you know that the presentation went very well.

I was wondering what kind of reaction there would be since the music was pretty intense, Middle East and African fusion with bongos, guitar, sitar and didgeridoo. The music was great.

I setup between the first and second sessions (25-minute break) and put on the "New Dawn" with texts translated by Renato followed by the one minute intro to the broadcasts and another 45 second extract from the Berkeley event (with Spanish subtitles).

"New Dawn" brought immediate attention as everyone sat down and was quiet. At the end of the presentation almost everyone applauded and some moaned because it ended so soon.

If I would have known we could have continued with Maharaji speaking more. Afterwards of the 120 youths between 18 and 25 years, 60 received cards with the times of the "Words of Peace" TV programs.

Michael

EUROPEAN TOUR...

The idea is to try to reach different target groups (including younger people) and use different means of promotion. At the moment we are trying to ascertain what we (YPs in Europe) really need to make the step forward. We have a good team in place and a good platform for communication, but we just need to **REACH MORE PEOPLE** and get them involved in participation.

We want to create a big variety of means of propagation (internet, ads, invites, DVDs...) different styles... I see that we need to work for the future as well as for this summer with Maharaji. We should build a network among the yps, which can work on projects fast, effective and with much fun!



ACTIVITIES IN INDIA...

We are creating an opportunity to introduce Maharaji's message. For example when someone doesn't have as much free time to invite their contacts, we would step in and the invite the person for them.

There is structure in the effort: a personal list of names is made as a target of whom to introduce Maharaji. All propagation is simply word of mouth.

SOMETHING TO THINK ABOUT...

How can we make this happen in the west?

Consider the general sociability aspects of the most westerners... possibility of using humor as an icebreaker to introducing the message.

Is word of mouth the only way to pass on the message?

There is a need toward very fresh materials i.e. cards, flyers, booklets, musical cds, music videos.

We can hold events that are a lot more than just a video presentation, create a relaxed, exciting, friendly environment, make the environment so enjoyable that people will return.

