



NEWS RELEASE

25 July 2006

Join the j-a-m

A dynamic new campaign to create personal peace in an ever-increasing global climate of chaos and change is being launched at Wembley Arena on Sunday 17th September.

Organised by the Brahma Kumaris, a global women-led spiritual organisation, the initiative introduces regular one minute periods of silence into people's lives, whether stressed out city executives, busy mums or high profile public figures.

Entitled **just-a-minute (j-a-m)**, the worldwide campaign includes multi-media tools such as one minute spoken meditations to download onto computers or podcast; a creative viral campaign; events in major cities across the world, including Rio, Moscow, Sydney, Johannesburg and Madrid; plus a simultaneous minute wave of peace to be linked live on the internet to over 100 countries.

The Wembley event stars Robin Gibb of the Bee Gees alongside comedienne Ruby Wax; actor and producer Clarke Peters, currently starring in the HBO hit series The Wire; comedienne and singer Lenette van Dongen, TV presenter Tania Bryer and author and PR guru Lynne Franks; music from top selling recording artists Bliss and Michael Timothy, formerly of Massive Attack; also features global sounds, dance and theatre representing the power of silence – the pause between notes, movement and speech.

M/F

just-a-minute

Brahma Kumaris World Spiritual University
Global Co-operation House, 65 – 69 Pound Lane, London NW10 2HH.

The audience will also experience the love, peace and wisdom of two women who between them have the combined power of nearly 150 years of spiritual study and meditation. Now in their senior years, these two yogis, Dadi Janki and Dadi Gulzar, who had no formal education and who set aside the constraints of social convention in their homeland of India to become renowned world spiritual leaders, will be making a special appearance together on the international stage.

The **just-a-minute** campaign also incorporates video clips from influential personalities, leaders and community heroes, including the Chief Rabbi, Sir Jonathan Sacks and leading environmentalist Satish Kumar, sharing their personal stories of the impact of moments of silent reflection on their lives, to be featured in a **just-a-minute** DVD and website.

The **just-a-minute** launch event is dedicated to the United Nations International Day of Peace and celebrates 70 years of Brahma Kumaris World Spiritual University.

just-a-minute Sunday 17th September, 3.00-5.30pm Wembley Arena

- For further information: www.just-a-minute.org or call 020 8955 1945
- The Wembley event is **free** to the public. To book tickets visit:
- www.just-a-minute.org or call 020 8902 4141
- The event will be webcast live at: www.just-a-minute.org
- **just-a-minute's** light-hearted animation illustrating the benefits of meditation can be seen at www.just-a-minute.org/movie.html

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Editors Notes:

Images of the event personalities are available on request.

Further information about Brahma Kumaris World Spiritual University is at www.bkwsu.org

just-a-minute

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