



Gentletude | Via Giuseppe Maggi 14 | 6963 Lugano-Pregassona

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## INVITATION TO 10TH GLOBAL GENERAL ASSEMBLY

Lugano, July 2019

Dear Sir/Ma,

**We are glad to formally invite you**, on behalf of the **International Council**, to attend our biannual event, the World Kindness Movement's 10th General Assembly. It is our pleasure to announce Lugano, Switzerland as the host City of the august event, as the international delegates will be arriving from the 4 corners of the World in the true spirit of collaboration to create a kinder world with focus on "**Kindness as an act to achieve a better future**". The auspicious gathering will commence on the 2nd October and conclude on the 5th of October 2019.

We will be exploring opportunities for international collaboration to develop and implement strategies to create a kinder world, by partnering with the United Nation on its 2030 Agenda, tagged: "**Sustainable Development Goals**". Consequently, all projects, causes or events by the members should be geared towards the campaign of the 17 global goals of the UN, which will be showcased during the General Assembly (kindly read more about the UN SDG on:

<https://www.un.org/sustainabledevelopment/sustainable-development-goals/>).

It will also be a great honour **to listen to your presentations** during this august gathering.

The agenda for the General Assembly will also address all aspects of the **important role kindness plays** in a world struggling to be the best it can be as it succumbs to the pressure of a global campaign of fear and hatred.

The 10th General Assembly promises to provide **inspiring international keynote speakers** to ensure our campaign influences the influential and secures key strategic partnerships through education, media, government, business and community groups. There will be a selection of workshops which have been specifically developed for members, businesses and community leaders to assist embedding kindness in all sectors of the community.



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Providing the Secretariat notice of your intention to attend at your earliest possible convenience is encouraged via email to :

- [secretary-general@theworldkindnessmovement.org](mailto:secretary-general@theworldkindnessmovement.org), or
- [president@theworldkindnessmovement.org](mailto:president@theworldkindnessmovement.org), or

use the link to the online registration: [wkm-projects.org/wkm-ga-2019](http://wkm-projects.org/wkm-ga-2019)

Whilst there is no cost for attending the formal events, flights, accommodation and certain meals will need to be covered at the delegates own expense. You can find all the information to organize your trip here: <http://www.wkm-projects.org/welcome-to-lugano/>

We look forward to **personally greeting you** in Lugano, Switzerland and in the interim please do not hesitate to contact our office should you have any questions regarding possible visa applications.

**Kind Regards,**

Cristina Milani

**President**

Stephen Oke

**Secretary General**