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**PRESS RELEASE**

**February, 2007**

## ***Maitreya steps forward***

*2007 marks both the 25<sup>th</sup> anniversary of Share International magazine and the 30<sup>th</sup> anniversary of Maitreya, the World Teacher's arrival in London. Share International is, to our knowledge, the only magazine in the world which publishes an article by a Master of Wisdom each month, providing unique insights into the world situation. The latest article, below, indicates just how little time is left before Maitreya begins his open, public work – an event awaited by many millions around the world.*

The emergence of Maitreya is all but accomplished. His open, public work will commence really very soon. From then will begin the process of teaching and becoming known, gradually, to the peoples of the world. The time that this will take remains unclear, but it should proceed relatively quickly. At first, of course, there may be much opposition to his views and the nature of his advice. This is only to be expected, so far from the prevailing thinking is his thought. Gradually, however, Maitreya's incisive mind will cut through and expose the flaws in present beliefs about the environment and on matters social, economic and political. The logic and wise understanding of his words will convince many to listen and contemplate further, while his ray will penetrate the hearts of millions and turn his simple words into revelations of truth. No one, as yet, knows the loving power of Maitreya, nor can men fathom his inscrutable wisdom.

As millions rally to his cause, demanding peace and justice through sharing and understanding, men will be swept up and galvanized by new hope and a longing for brotherhood and right relationship. They will demand change on a scale hitherto unknown. The governments and men of power will be forced to respond to the demands, and bit by bit, the edifice against change will crumble before the onslaught of a now empowered voice of public opinion. Thus, by logic, revelation and the trust

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engendered by his love, will Maitreya harness the goodwill which exists, even if unknown, in every heart.

Maitreya will speak to millions of men through television and radio. All will have the opportunity to share in his blessing which will accompany every appearance. Thus the people worldwide will become familiar with his message and the uplifting of their hearts. Much speculation will surround his identity and many will be the theories presented, but all in their different ways will see him as the harbinger of the new, a conveyor of wholesome truths and as a way-shower of a lifestyle close to their hearts.

Of course, there will be those who feel threatened by his ideas, and who will attempt to stop his progress but, more and more, the beauty and good sense of his words will inspire the people of all the nations to see him as their spokesman and leader. Thus will it be. The people will call for him to speak on their behalf to the world at large, and the Day of Declaration will be announced.

This day, like none other before or after, will give Maitreya the opportunity to reveal his name, title and purpose, as the World Teacher for the New Age, the leader of the Spiritual Hierarchy and the Expected One of all religious groups. As the friend and teacher of all who need his help will he present himself; as a simple man who knows the pain and suffering of men and seeks to ease their lot, who loves all totally, without condition, and who has come to show us the steps to joy.

Such a one is about to step before the world and give his advice to all. We may have heard the words before. Now, with his blessing, we shall understand their meaning, and act.

*(Share International, Jan/Feb 2007)*

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## **Background Information**

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For 30 years, author and lecturer Benjamin Creme has been preparing the way for the emergence of Maitreya, the World Teacher, and his group, the Masters of Wisdom, into the everyday world. Trained and supervised over many years by one of the Masters, with whom he is in constant contact, Mr. Creme has access to up-to-date information on Maitreya's emergence, giving him the total conviction needed to present this story to a skeptical world.

Creme regularly lectures worldwide, and appears on radio and television in North America, Europe and Japan. He is author of 12 books—translated into numerous languages—and editor of *Share International* magazine, which circulates in 70 countries. Each issue of *Share International* includes an article by the Master with whom Mr. Creme is associated, one of which is reproduced on the reverse side.

Maitreya himself—a modern man concerned with today's problems—has been living in the Asian community of London since July 19, 1977, and working behind the scenes for the benefit of humanity. The outpouring of his extraordinary energy has been the stimulus for dramatic developments on many fronts: the ending of the cold war; the breakup of the Soviet Union; the unification of Germany; the ending of apartheid in South Africa; the growing demands of the people for freedom and justice; and the worldwide focus on preserving the environment.

Outwardly, Maitreya has met with influential leaders from all fields, informing them of his solutions to our most pressing problems. His message can be summarized as: "Share and save the world." He has not come to found a new religion, but as an educator in the broadest sense. He will seek to inspire humanity to see itself as one family, and to create a civilization based on sharing, economic and social justice, and global cooperation.

According to Benjamin Creme, we do not have long to wait to see him. Soon, Maitreya will be interviewed on a major US television network and his open mission will begin.

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