

News Release

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A call to the media

For over 30 years author, lecturer and artist Benjamin Creme has been preparing the way for the emergence of Maitreya the World Teacher. His information, which has been called “The greatest story ever told” and “The story that will not go away”, has inspired millions around the world, who now wait expectantly for the first appearance of Maitreya on television. This event is imminent.

Since 1982 Share International magazine has published monthly articles from a Master of Wisdom in contact with Benjamin Creme. His latest article, printed below, calls on the media to recognize their unique position and role in presenting this extraordinary and world-changing information to the public.

For many years men have awaited, impatiently to be sure, evidence that Maitreya does in truth exist, and carries out His work among us. Why this doubt should for so long persist is, perhaps, difficult to understand, given the vast transformations of our world which have clearly taken place, each one foretold by Maitreya, and made available to the public and world media. What prevents the acceptance – even as a hypothesis – that such a welcome event has indeed transpired?

The media of the world know every facet of this information, however little they inform the public of its nature. Many of its representatives have met Maitreya, have heard Him speak, and yet stay silent themselves.

Why should this be so? What inhibits the public announcement of this welcome news? In the main the problem is fear: fear of ridicule, fear of disbelief; fear of loss, of their status or jobs; fear that they are somehow beguiled, that they did not see what they saw or hear what they heard. It is easier to set their experiences aside and to leave it to Maitreya Himself – if He does indeed exist – to come forward and show the world His factual Presence.

This view, logical enough to those who thus wait silently, shows little understanding of the Laws which govern the appearance of a Teacher of Maitreya’s stature.

Many worthy Teachers come into our lives, do their work, and cause few ripples on the surface of men’s thought and action. They seldom need forerunners to prepare their way. Maitreya, however, is the World Teacher, Head of Hierarchy, and intends to serve as such for the next world cycle. His impact on humanity cannot be comprehended. His coming is a truly momentous happening, which must be prepared for beforehand, and adequately explained to men of every station.

The world’s media are ideally placed to acquaint men with the true happenings of our time. They are looked to for information, and often guidance, by millions of people thirsty for the truth, for knowledge and hope. It behoves the men and women of the media, men and women of goodwill, to acquaint *themselves* with this information, where necessary, and to serve the public by its serious introduction. Then will they see Maitreya openly, ready to show us all how to set to rights the world.

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Background information

For over 30 years artist, author, and lecturer Benjamin Creme has been preparing the way for the biggest event in history — the emergence of Maitreya the World Teacher and His group, The Masters of Wisdom. Millions of people around the world have heard his information and wait expectantly for this momentous event.

Since 19 July 1977 Maitreya has been living in the Asian community of London, England, gradually emerging before the public. Long awaited by all faiths under different names, Maitreya is the World Teacher for all people, religious or not.

Maitreya's 'roving ambassador' Benjamin Creme travels the world spreading his message of hope and creating a climate of expectancy for Maitreya's emergence. Trained and supervised over many years by his own Master, with whom he is in constant telepathic contact, Benjamin Creme has access to up-to-date information on Maitreya's emergence, giving him the total conviction needed to present this story to a sceptical world.

As a modern man concerned with today's problems, Maitreya works behind the scenes of our changing world. The outpouring of His extraordinary energy has been the stimulus for dramatic developments on many fronts: the ending of the cold war; the break-up of the Soviet Union; the unification of Germany; the ending of apartheid in South Africa; the growing power of the people's voice, leading to demands 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 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 co-operation.

For those who seek signs of His coming, Maitreya has manifested miracles worldwide, touching the hearts of millions and preparing them for His imminent appearance.

With Maitreya and His group working openly in the world, offering Their guidance and teachings, humanity is assured not only of survival but of the creation of a brilliant new civilization.

According to Benjamin Creme, we do not have long to wait to see Him. Soon, Maitreya will be interviewed on major US television and His open emergence will begin.

Benjamin Creme regularly lectures worldwide, and appears on television and radio — in the USA alone he has been interviewed on more than 700 radio and television shows. He is author of 12 books — translated into 11 languages — and is editor of *Share International* magazine which circulates in 70 countries. He receives no payment for any of this work. Benjamin Creme offers a positive view of the future — *a message of hope for the world*.

**FORTHCOMING BENJAMIN CREME LECTURE
THE EMERGENCE OF MAITREYA THE WORLD TEACHER**
Friends House, 173 Euston Road, London NW1 (opposite Euston station)
Thursday 14 February 2008
7:00–9:30pm (doors open 6:30 – admission free)

For more information contact:
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