

Peace and prayer with iMeditate Africa

Sri Sri Ravi Shankar leads Africa Day/Month

The impetus to unity and prayer has never been a more focussed intent than now as the world battles a modern plague. It is with this focus that iMeditate Africa aims to share peace, prayer, well-being during Africa Month and Africa Day and Global Meditation with over 140 countries, led by Global Peace Ambassador and humanitarian, Gurudev Sri Sri Ravi Shankar.

This world-renowned humanitarian, peace ambassador, spiritual leader and founder of the Art of Living Foundation leads a determined, spiritual art. COVID-19 has abruptly brought an unprecedented change in the world, impacting, disrupting and changing lives. It has indeed forced the world to pause, reflect and give greater perspective to life and what we pay importance to and the value of life. As you are aware, there is an increase in anxiety and fear amongst the masses all over the world. Domestic violence is on the rise. People are finding it difficult to cope with the uncertainty, lockdown situation and economic impact of this pandemic. During the current global pandemic, the need for meditation has become incredibly important in helping individuals better cope with daily anxieties and uncertainties. A deliberate focus on being calm and ensuring peace of mind from a place of centeredness has become the need of the hour.

In celebration of Africa Day (25 May) and Africa Month (May 2020), engage in an annual continent-wide campaign called iMeditateAfrica (IMA), promoting inner peace by encouraging the use of meditation, mindfulness or quiet time as part of peace building and unity for the continent. Millions across the continent and world have meditated as part of the IMA campaign in the last 6 years.

The Art of Living Foundation and The International Association For Human Values were founded by the world-renowned Gurudev Sri Sri Ravi Shankar. During this Covid-19 period, Gurudev is hosting a series of conversations with industry influencers across the globe. These daily conversations are fol-

lowed by a global meditation twice a day, streamed on various Art of Living platforms, where approximately 2 million people from over 140 countries around the world participate regularly for each session. Log in: <https://www.youtube.com/SriSri> "As an extension of this, and specifically in celebration of Africa Month, we are delighted to inform you that prominent South African and African panellists will participate in a conversation with Gurudev as part of the iMeditate Africa Series", stated an official.

Questions will pertain to contemporary socio-economic matters facing the African continent in the time of this pandemic and, more importantly, how we navigate through these challenging times. The interviews will be streamed on all Art of Living global social media platforms.

Panel discussions in conversation with Gurudev Sri Sri Ravi Shankar has been confirmed for the following days. Friday, 15 May at 08H00 CAT – iMeditate Series – "Africa Creates" - meditation and building inner

peace in the context of Sports, Arts and Culture with the Honourable Minister of Sports, Art and Culture, Nathi Mthethwa. Tuesday, 19 May at 15H30 CAT – iMeditate Series "Africa Innovates" The role of meditation in driving innovation in Education, Health and Commerce.

1. Professor Salim S. Abdool Karim, FRS Director: CAPRISA, Chair: Ministerial Advisory Committee on COVID-19
 2. Adam Habib, Vice-Chancellor and Principal, University of the Witwatersrand
 3. Professor David Norris, Vice Chancellor, University of Botswana
 4. Dr Adriana Marais: Director at the Foundation for Space Development, Member of South African Government Task Team on 4th Industrial Revolution.
 5. Mr Manhar Mooney, Businessman, Botswana
 6. Chief Executive Officer Ignatius Schoole – KPMG South Africa
- Saturday, 23 May at 15H30 CAT: iMeditate Series "Africa Celebrates" Celebrating Africa's unique rhythm and vibe. Unifying the continent through building in-

ner peace with meditation Africa Day Celebrations including the Ndlovu Choir and more, followed by a guided global Meditation with Gurudev Sri Sri Ravi Shankar and over 140 countries for peace, hope and well-being for Africa.

As a build-up to Africa Day and the iMeditate Africa campaign, we are encouraging artists across the continent and globe to participate in creating a short clip through song, dance, music, message of hope to frontline workers or peace for the continent and the world. Messages to be dedicated to the iMeditate campaign. Further details will follow.

"We hope to leave our audience across Africa and the world with a sense of positivity, calmness, hope and happiness. We hope to inspire. The Art of Living (www.artofliving.org) is a non-profit, educational and humanitarian organization founded in 1981 by Global Humanitarian and Peace Ambassador - Gurudev Sri Sri Ravi Shankar (www.srisri.org). We serve society by strengthening the individual.



**MAY
2020**

**Building Peace
and African
Unity Through
Meditation**

**Celebrating
Africa Month**

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