

**SUMMER 2000 PUBLICATIONS PROMOTION BEGINS
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Summer is here! Time to fire up our grill with friends and family to enjoy hearty ribs, chicken and corn on the cob. What makes a barbecue party fun is not only the friendship but also the food.

Likewise, in our kosen-rufu activities, the meat of the matter can be found in our publications. Using the *World Tribune* and *Living Buddhism* in our SGI family gatherings make them much more spiritually fulfilling. With this spirit, let's enjoy our publications promotion drive this summer.

The processing of renewals and new orders, which we were experiencing troubles with early this year, has been improved by moving the entire operation in-house. Now, for the first time in our history, we handle all aspects of the subscriptions at the SGI Plaza in Santa Monica, Calif. Doing so, without intermediaries, certainly seems to have helped greatly in providing better service to our readership. We thank you for your patience.

We hope that you received extra copies of the May 19 *World Tribune* along with promotion envelopes and order forms. Please feel free to use these materials to encourage and inspire new subscribers to our publications, including your friends and family. If you want additional forms, please don't hesitate to obtain them from your local community center or contact us at the SGI Plaza at 1-800-835-4558.

The summer fun has already begun—New York has created a *World Tribune* kiosk and Hawaii has created a *World Tribune* hut in their culture centers. What can you do to join the fun? Please contact your region leaders for details regarding promotion activities in your area.

Here are some tips:

- You can include skits, presentations and experiences related to the publications in your SGI meetings.
- You can hold meetings to introduce friends to Nichiren Daishonin's Buddhism and share the publications with them.
- You can have a publications promotion booth or table at festivals, Victory Over Violence activities and other large events.
- You can remember to take subscription envelopes and order forms with you to SGI activities.
- You can give gift subscriptions to friends or family.

Let's unite and have wonderful, creative promotion activities this summer. We thank you in advance for your support.