

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ

The Amīr/National President  
Jamā‘at Aḥmadiyya,

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Dear Brother,

السلام علیکم ورحمة اللہ وبرکاتہ

**Canadian Jamā‘at, like most Jamā‘ats around the world, is growing in devotion and sincerity.**

**Impressions of the dignitaries and media coverage of two symposiums, opening of three mosques, and the address at the Parliament House.**

**All this is by the grace of God which we should value. Canadian Aḥmadīs in particular should bear this mind.**

On 18 Nov, 2016, Hazrat Khalīfatul-Masīḥ V (May Allāh be his Helper) delivered the Friday Sermon at Baitul Futūḥ Mosque, London.

Reflecting on the recent tour of Canada, Ḥuzoor (May Allāh be his Helper) spoke about the Jalsa and other engagements. Ḥuzoor (May Allāh be his Helper) said: By the grace of Allāh, Canadian Jamā‘at, like many Jamā‘ats around the world, is growing in devotion and sincerity. Young men and women are filled with the zeal to serve the Jamā‘at. These young people have worked particularly hard in terms of media relations. They were able to garner wide coverage, and God blessed their efforts. This time there was a marked difference in our relationship with the media. Ultimately it was all due to the grace of Allāh who has immensely blessed our efforts. While in the past we were trying to get more media attention, this time the media was keen to interview the Jamā‘at’s Head, and some of their requests had to be declined due to shortage of time. Our media team should apologize to those whose requests were refused either through writing or by meeting them personally, and this is necessary for future liaison.

Ḥuzoor (May Allāh be his Helper) said: By the grace of Allāh, three new mosques were inaugurated. I delivered addresses at the Parliament and at York University. Peace symposiums were held in Toronto and Calgary. By the grace of Allāh, on every occasion people acknowledged the beauty of the teachings of Islām. In Toronto I gave three interviews. The first was to Global News Toronto which was watched by 300,000 people and more than 100,000 have watched it online. The second was to the Chief Correspondent of CBC and our message reached 10 million Canadians. These were all senior journalists. The Mail and The Globe published full-length reports. Videos were also uploaded to YouTube, and the news reached 1.5 million people. The coverage on the lecture reached 500,000 people.

Ḥuzoor (May Allāh be his Helper) said: In Ottawa I had a one-on-one meeting with the Prime Minister. This meeting was held in a very cordial atmosphere and I thanked him for his cooperation. The address at the parliament was attended by six Canadian ministers, 57 National MPs, Ambassadors from 11 countries, representatives from USA and Libya, a minister from Ontario and

many other dignitaries. Speaking about the media coverage, Ḥuzoor (May Allāh be his Helper) said that the Canadian Prime Minister tweeted on his Twitter account that he was pleased to meet with the Khalīfa of Jamā‘at Aḥmadiyya, Mirzā Masroor Aḥmad. The news reached about 4 million people through various sources.

Ḥuzoor (May Allāh be his Helper) said: The symposium at Iwane-Ṭāhir was attended by 614 non-Aḥmadīs. The third function was the address at York University. This is the third largest university in Canada with 53,000 students and 7,000 teachers. In Saskatoon our message reached around 1.79 million people. About 200 guests attended the opening of the Mahmood Mosque in Regina and the coverage from various sources reached 1.97 million people. Then there was the opening of Baitul Aman mosque in Lloydminster. In Calgary a peace symposium was held which was attended by 644 guests. Up to eight TV channels in Calgary covered this event. Therefore, the message reached about 5 million people in Calgary. Ḥuzoor (May Allāh be his Helper) quoted some of the impressions of the guests who attended the programs.

Citing the figures for the overall media coverage, Ḥuzoor (May Allāh be his Helper) said that 32 TV channels broadcast news items in five languages, reaching 40 million people. 30 news items were reported by radio stations in six languages reaching 8 million people. 227 newspapers published news items in 12 language reaching 4.8 million people. Our message reached 14.6 million people through the social media. Overall it reached more than 60 million people. All praise belongs to Allāh. All this has come about through His grace and we should be appreciative of this and follow up on all this work. Canadian Aḥmadīs in particular should be mindful of this so that Allāh may increase His favours on them. Always remember that our intention in everything should be to spread the message of Aḥmadiyyat and Islām, to establish God’s oneness, and to raise His flag everywhere in the world. If this remains our intention, God will bless what we do and enable us to do even more.

Ḥuzoor (May Allāh be his Helper) said, I say to Aḥmadīs living in Peace Village in particular that they should cultivate a true Aḥmadī atmosphere and set exemplary standards. Their expressions of love for Khilāfat should keep increasing even afterwards. They should never forget their true purpose, which is to establish a relationship with Allāh and to never waver in safeguarding this relationship. May Allāh enable us all to do so. *Amīn*.

Please convey these guidelines given by Ḥuzoor (May Allāh be his Helper) to members of your Jamā‘at.

Jazākumullāh.

Wassalām,

(Ch. Hameedullah)

Wakīl A‘lā,

Tahrīk Jadīd Anjuman Aḥmadiyya Pakistan.

Dated: 23 November 2016