

Rediscover Your Heart

7 Keys for Personal and Planetary Transformation

FRED MATSER

Fred Matser is a warm-hearted humanitarian who works toward creating a more functional society by means of inspiration and empowerment. He has been an initiator and co-creator on a wide range of projects in the fields of healthcare, environment, conservation, peace and global transformation.

Born into a Dutch family of modest means and raised within the frugal post-war environment, he later went on to head one of the largest real estate and project development companies in the Netherlands and to devote large sums of money to charitable projects both at home and abroad.

Matser experienced tragedy at a young age with the infant death of an older brother, the suicide of his younger brother, and the long-term serious illness of his father, who suffered from a severe form of Parkinson's disease. These experiences, among others, led him to develop a strong sense of compassion and an awareness of the suffering of others.

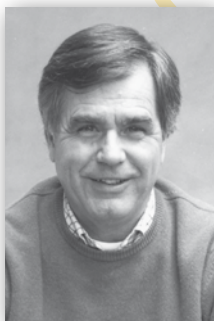
Matser had responsibility and leadership thrust on him from an early age. When only in his midtwenties he was already responsible for a staff of 150 and a multi-million pound turnover, having been appointed Chief Executive of his father's real estate company and subsidiaries. He was also appointed to leadership roles in various business and sport associations, both nationally and internationally, and completed studies in economics and business management.

In his 30's he had some unexpected paranormal and transcendental experiences. These included a profound experience of 'Oneness' with God, an awareness of the paranormal abilities inherent in everyone, and the letting go of fear. These experiences expanded his awareness and produced a dramatic shift in his worldview. From that point on he has devoted much of his time to increasing his understanding about life and to contributing towards the betterment of society.

Matser is a born communicator and creative thinker. In his real estate work he has created a number of unique, innovative, large-scale projects that have been widely acclaimed. In his humanitarian work he is currently Chairman of Malaria No More Netherlands and has initiated and/or contributed to such inspiring and influential projects as the Child Alive program for Red Cross, Fred Foundation, Peace Child, Peace Flame, and the Twinkling Eyes Club (see www.fredfoundation.org). He has worked in close association with leading politicians and luminaries such as Mikhail Gorbachev, Ruud Lubbers, Jane Goodall, Patch Adams and Jerry Jampolsky. He has also participated in several major events for global transformation including the State of the World Forum and the Commission on Globalisation.

For his work Matser has received several major awards including the first international Caring Award (www.caringinstitute.org) — also awarded to Mother Teresa and Jane Goodall — and he was one of a handful of prominent international business leaders profiled in *The New Philanthropists* (2007) by Charles Handy, one of the world's pre-eminent management thinkers.

Matser is married and has three daughters from his first marriage and a step-daughter from his second. He lives in the Netherlands and now devotes most of his time to humanitarian projects.



FRED MATSER
HUMANITARIAN
PHILANTHROPIST
BUSINESSMAN



FINDHORN PRESS
MARCH 2009
PAPERBACK
304 PAGES
ILLUSTRATED
£9.99
ISBN 978-1-84409-164-5

"THE TRANSFORMATION OF A BUSINESSMAN THROUGH SPIRITUAL AWAKENING."