

# Rediscover Your Heart

7 Keys for Personal and Planetary Transformation

## REDISCOVER YOUR HEART

### The Transformation of an International Businessman through Spiritual Awakening

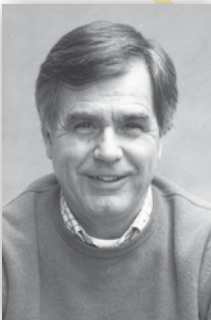
With contributions from 30+ luminaries including **Mikhail Gorbachev**,  
**Deepak Chopra**, **Caroline Myss**, **Jane Goodall**, & **Patch Adams**

“For me, Fred Matser represents the emerging global civil society — the widening transnational network of people who want to see globalisation with a human face... We need millions and millions of men and women with the vision, integrity and ability to act that can make a difference for hundreds of millions. One person setting an example can help and inspire many others.”

**Mikhail Gorbachev** (from the foreword)

“If there were a few more people like Fred then the world would be transformed.”

**Deepak Chopra** (from the afterword)



“It is, I think, because Fred is so obviously a person of compassion and sincerity that the people he has interviewed for Rediscover Your Heart have responded by sharing something of themselves. This is a book that will inform, inspire and sometimes uplift you.”

**Jane Goodall**

March 2009 will see the release of the book *Rediscover Your Heart: 7 Keys to Personal and Planetary Transformation* by Fred Matser — a humanitarian/philanthropist/businessman dedicated to inspiring and contributing towards global change.

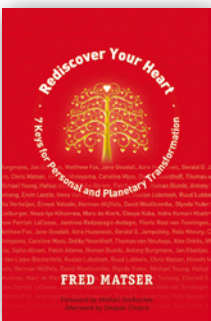
Born into modest circumstances in the Netherlands, Matser unexpectedly took over the family business at a young age and developed it into what was one of the largest property development companies in the Netherlands. Early on Matser had some unexpected paranormal and transcendental experiences that set him on a journey of personal discovery. His global travels opened his heart and mind to the needs of humanity and he has since dedicated his life to philanthropic work that supports inspired change and greater consciousness in the fields of health, social change, education and the environment.

*Rediscover Your Heart* (Findhorn Press UK Paperback, £9.99) chronicles Matser’s fascinating life, weaving humorous anecdotes with touching tales of personal transformation and hope, and contains the 7 Keys that he believes could help us all transform ourselves and our world.

The book also features illuminating contributions from people around the globe, known and unknown, including: Mikhail Gorbachev (foreword); Deepak Chopra (afterword); Patch Adams; Antony Burgmans, former chair of Unilever; author/theologian Matthew Fox; world renowned UK primatologist and UN Messenger for Peace, Jane Goodall; Ruud Lubbers, former Netherlands prime minister and UN high commissioner for refugees; author/medical intuitive Caroline Myss; and Herman Wijffels, former World Bank executive.

(Findhorn Press is distributed in the UK by Deep Books).

**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.”



## ABOUT THE AUTHOR & CONTRIBUTORS

**Fred Matser** is a warm-hearted humanitarian who works toward creating a more functional society by means of inspiration and empowerment. 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 programme for the Red Cross and red Crescent Societies, Peace Child, Peace Flame, and the Twinkling Eyes Club as well as many projects spanning health-care, environment and social change through the Fred Foundation. Matser has received several awards for his work including the first international Caring Award from the Caring Institute (USA), 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.

**Mikhail Gorbachev** (foreword) was the last President of the Soviet Union. He was awarded the Nobel Peace Prize in 1990.

**Deepak Chopra, MD**, (afterword) is the author of more than 50 books, including numerous New York Times bestsellers, both fiction and nonfiction. Time magazine heralds Chopra as one of the top 100 heroes and icons of the century, calling him "the poet-prophet of alternative medicine."

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**Fred Matser will be in London and available for in-person interviews April 20-24, 2009 — and by phone, otherwise.** He is open to contributing articles and giving talks. Review copies of the book and images are available. Excerpts can be discussed.

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### RESOURCES:

Rediscover Your Heart site  
[www.rediscoveryourheart.org](http://www.rediscoveryourheart.org)  
Information on Fred Matser and Fred Foundation  
[www.fredmatser.com](http://www.fredmatser.com), [www.fredfoundation.org](http://www.fredfoundation.org)

Book info (Findhorn)  
<http://www.findhornpress.com/spirituality-18/rediscover-your-heart-255.html>