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To Central Office/Intergroups in the U.S. and Canada:

Warm greetings from your General Service Office. It was great to see so many of you at the ICOAA Seminar in September and to hear all that you continue to do to make the A.A. message of hope accessible to all who want and need it.

As discussed at the Seminar, it's beneficial to all if we can give you as much advance notice as possible on special offers from GSO's Publishing Department. Here are three special offers that will begin on December 1, 2020 and extend until January 31, 2021. All the offers are combinable.

- 1) For each copy of *Our Great Responsibility* (B-70) purchased, receive a free copy of *Alcoholics Anonymous facsimile first printing of the first edition* (B-0)
- 2) Spend a minimum of \$100 or more and receive a 15% overall discount. (As with the Big Book offer from this summer, the discount will be applied on top of the quantity discounts. So it's 15% off *in addition to* the quantity discounts.)
- 3) *A Visual History of Alcoholics Anonymous: An Archival Journey* is a new book being released February 14, 2021. There will be a pre-order period from December 1, 2020 – January 31, 2021 where it can be ordered at an early bird price of \$11 (the list price will be \$12). Copies pre-ordered by IG/COs will be delivered in advance of the February 14 release date.

The new book originated as the souvenir book for the 2020 International Convention in Detroit. It is "a celebration of our history in words and images." It includes a special focus on Detroit in A.A.'s history – and updated coverage of recent innovations in A.A. group life.

An illustrated flyer, pre-order forms, and other materials will be sent to you as soon as they are available. As with the Summer offer, we will also create small-space announcements that can be customized with your office contact information for newsletters and emails. Our revamped webstore (which you helped improve with your suggestions) should make it easier for you to take advantage of these offers.

We hope this advance notice will help with your planning and inventory. If you have questions please don't hesitate to contact me. It's always nice to hear from you about any issues you need to discuss.

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