

January 22, 2014

Dear Sir/Madam,

*Invitation: Bolsa Família – A Decade of Social Inclusion in Brazil*

We have the pleasure to invite you to a seminar presentation and discussion with **H.E. Tereza Campello, Brazil's Minister of Social Development and Fight Against Hunger**, on "*Bolsa Família – A Decade of Social Inclusion in Brazil.*"

The Bolsa Família Program is widely recognized as possibly the most important social policy adopted by Brazil in the last decades. It has an impressive record of achievements, having helped lift over 22 million Brazilians out of poverty and significantly decrease the country's historically resilient income inequality. Its 10 year anniversary is an opportunity to assess these achievements, as well as the Program's current challenges and future, which will directly affect the lives of its 50 million beneficiaries, over a quarter of Brazil's population.

The event is co-sponsored by the World Bank's Latin America and the Caribbean Region and the Woodrow Wilson Center's Brazil Institute. It will be moderated by the Director General of the Brazil Institute, Paulo Sotero.

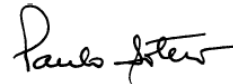
The seminar will take place on **Wednesday January 29, from 3:30pm to 5pm, in the Wilson Center 6<sup>th</sup> floor Flom Auditorium**, located at **One Wilson Plaza, 1300 Pennsylvania Av. NW Washington, DC**. Plan to arrive at 3pm for registration and refreshments.

We hope you will be able to join us for this important event. To confirm your participation please [RSVP here](#).

Sincerely,



Deborah Wetzel  
Director for Brazil  
The World Bank



Paulo Sotero  
Director  
Wilson Center Brazil Institute