

SPDR GOLD TRUST
Form DEFA14A
September 18, 2014

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

SCHEDULE 14A
Proxy Statement Pursuant to Section 14(a) of the
Securities Exchange Act of 1934

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))**
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material Pursuant to Section 240.14a-12

SPDR® GOLD TRUST

SPONSORED BY WORLD GOLD TRUST SERVICES, LLC

(Name of Registrant as Specified In Its Charter)

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Payment of Filing Fee (Check the appropriate box):

No fee required.

Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

1) Title of each class of securities to which transaction applies:

2) Aggregate number of securities to which transaction applies:

3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):

4) Proposed maximum aggregate value of transaction:

5) Total fee paid:

Fee paid previously with preliminary materials.

Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

Hi, this is William Rhind, CEO of World Gold Trust Services, LLC, Sponsor of SPDR® Gold Trust, which you may know as GLD®. I am calling as our records indicate that you have not yet voted on two important shareholder proposals to modernize and simplify the Trust. Your vote is extremely important, regardless of the size of your holdings.

The simplest way to vote is over the phone. Call toll-free at 855-601-2254 Monday through Friday, 9:00 AM to 10:00 PM Eastern Time. Again, that number is 855-601-2254. Voting takes just a couple of moments.

Alternatively, you can vote over the Internet at any time at www.proxyvote.com. Lastly, you can sign, date and mail your voting instruction form in the prepaid postage envelope we provided.

If you have any questions, or need new consent materials, please call toll-free at 855-601-2254. We greatly appreciate your time and investment in GLD. Thank you and have a great day.