

SPDR GOLD TRUST  
Form DEFA14A  
August 04, 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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**(Name of Person(s) Filing Proxy Statement, if other than the Registrant)**

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:
  
  
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- 1) Amount Previously Paid:
  
- 2) Form, Schedule or Registration Statement No.:
  
- 3) Filing Party:
  
- 4) Date Filed:

**SPDR® Gold Trust Consent Solicitation    Sponsored by World Gold Trust Services, LLC**

**Record Date:** June 9, 2014

**Mail Date:** June 26, 2014 (approximately)

**Vote Cut-off Date:** August 29, 2014

**Additional Materials:**

**Item 1.** Hard-copy reminder mailer to shareholders - US.

**Item 2.** E-mail reminder mailer to shareholders - US.

**VOTING PERIOD EXTENDED TO AUGUST 29, 2014**

**PLEASE VOTE! YOUR VOTE IS NEEDED!**

Dear Shareholder,

SPDR® Gold Trust is seeking your approval on two important proposals designed to both modernize and simplify the Trust. The details of these proposals can be found in the consent solicitation statement that was included in our initial mailing to you and is also available on our website, [www.spdrgoldshares.com](http://www.spdrgoldshares.com). Although the response of our shareholders who have voted has been extraordinarily positive, we need your favorable vote in order to pass these important proposals.

The Board of Directors of World Gold Trust Services, LLC, Sponsor of the SPDR® Gold Trust, recommends that you vote FOR the proposals. In addition, ISS Proxy Advisory Services and Glass Lewis & Co. LLC, two of the most prominent independent proxy advisory services, each recommend voting FOR these proposals.

It is important that we receive your vote by August 29, 2014 because it will help to avoid further adjournments. If you have any questions or would like to vote, please call the number listed below:

1-855-601-2254

**Your vote is important no matter the size of your holdings. The SPDR® Gold Trust has made it very easy for you to vote. Choose one of the following methods:**

**Vote by Internet**

Visit the Website noted on your proxy card and enter the control number that appears on the proxy card. Follow the on-screen prompts to vote.

**Vote by Mail**

Return the executed proxy card in the postage-paid envelope provided so it is received by August 29, 2014.

**Call**

Call the phone number above Monday Friday, 9:30am 10pm, Eastern time to speak with a proxy specialist.

**OR**

Call the toll free touch-tone phone number listed on your proxy card. Have your proxy card with control number available. Follow the

touch-tone prompts to vote.

On behalf of the Board of Directors of World Gold Trust Services, LLC, please accept my thanks for your participation in this important matter.

Sincerely,

Kevin Feldman

Chief Executive Officer

World Gold Trust Services, LLC

PROXYVOTE.COM

You elected to receive shareholder communications and submit voting instructions via the Internet. This e-mail notification contains information specific to your holding(s) in the security identified below.

Please read the instructions carefully before proceeding.

This is a NOTIFICATION of the:

SPDR(R) GOLD TRUST 2014 Consent Solicitation of Stockholders.

VOTING CUT-OFF: August 29, 2014

RECORD DATE: June 9, 2014

CUSIP NUMBER: 78463V107

ACCOUNT NUMBER: 3456789012345678901

CONTROL NUMBER: 012345678901

You can enter your voting instructions and view the shareholder material at the Internet site below. If your browser supports secure transactions, you will automatically be directed to a secure site.

<https://www.proxyvote.com/0012345678901>

Note: If your e-mail software supports it, you can simply click on the above link.

To view the documents below, you may need Adobe Acrobat Reader. To download the Adobe Reader, click on the URL address below:

<http://www.adobe.com/products/acrobat/readstep2.html>

The relevant supporting documentations can also be found at the following Internet site(s):

CONSENT STATEMENT

[https://materials.proxyvote.com/Approved/MC0256/20140609/NPS\\_212727.PDF](https://materials.proxyvote.com/Approved/MC0256/20140609/NPS_212727.PDF)

Shareholder Letter

[https://materials.proxyvote.com/Approved/MC0256/20140730/SHLTR\\_215916.PDF](https://materials.proxyvote.com/Approved/MC0256/20140730/SHLTR_215916.PDF)

If you would like to cancel your enrollment, or change your e-mail address or PIN, please go to <http://www.InvestorDelivery.com>. You will need the enrollment number below and your four-digit PIN. If you have forgotten your PIN, you can have it sent to your enrolled e-mail address by going to <http://www.InvestorDelivery.com>.

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There are no charges for this service. There may be costs associated with electronic access, such as usage charges from Internet access providers and telephone companies, which must be borne by the stockholder.

Please do not send any e-mail to ID@ProxyVote.com. Please REPLY to this e-mail with any comments or questions about proxyvote.com.

(Include the original text and subject line of this message for identification purposes.)

AOL users: Please highlight the entire message before clicking the reply button.