

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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**(Name of Person(s) Filing Proxy Statement, if other than the Registrant)**

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No fee required.

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

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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](http://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.