

SPDR GOLD TRUST  
Form DEFA14A  
September 10, 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.

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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):

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Fee paid previously with preliminary materials.

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- 1) Amount Previously Paid:
  
  
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- 3) Filing Party:
  
  
- 4) Date Filed:

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

**Record Date:** June 9, 2014

**Vote Cut-off Date:** August 29, 2014, adjourned to October 17, 2014

**Additional Materials:**

**Item 1. Proxylite Consent Solicitation Telephone Recording (revised).**

**Item 2. Broadridge Call Center Script.**

**SPDR Gold Trust® - PROXY LITE MESSAGE (RECORDED PLAYBACK)**

Hello, I am Adrian Pound, chief financial officer of World Gold Trust Services. We sponsor 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 and I would request your support FOR these key initiatives.

To vote, please call 1-855-601-2254. That number again

is 1-855-601-2254.

Alternatively you can vote online or by mail using the instructions we sent to you recently.

We greatly appreciate your time AND your investment in GLD!

Thank you and have a good day!

Hello, may I please speak with <Full Name as it appears on registration>?

Mr./Ms. <Last Name>, my name is \_\_\_\_\_ and I am calling regarding your investment in SPDR Gold Trust®, also known as GLD®.

I promise it will be brief.

**If Yes , proceed below.**

**If No , I m calling about two important changes to GLD, is there another time I can call?**

Thank you. First, I want to let you know that this call is being recorded for quality assurance.

I m calling to kindly ask you to vote on two very important proposals we recently mailed to you.

The proposed changes will not impact your shareholding or investment performance in any way. \*In fact, two leading, independent proxy advisory firms who are focused on protecting shareholder interests recently recommended that GLD shareholders vote FOR these proposals.

Your vote is really important and every vote counts, no matter how big or small.

May I record your vote FOR these proposals?

**If No or negative response:**

I would be happy to review the proposals with you.

**[Be prepared to READ Proposals]**

Would you like to vote all of your shares accordingly?

Thank you, I am recording your <For/Against/Abstain\*\*> vote.

For confirmation purposes, please state your full name?

According to our records, you currently reside at <City, State, Zip Code >?

To ensure we have the correct street address for the confirmation, please state your full street address.  
Thank you. You will receive confirmation of your voting instructions within the next five-to-seven business days.

If you have any questions once you have received your confirmation, you can contact us at 1-855-601-2254 between 9 a.m. and 10 p.m. Eastern Time.

Mr./Ms. <Last Name>, We greatly appreciate your time AND your investment in GLD!

Thank you and have a good day!

\* Institutional Shareholder Services Inc. (ISS) and Glass, Lewis & Co., LLC, are the two leading proxy advisory firms.

\*\* Please advise shareholders that an abstain vote will have the same effect as a vote against each proposal.