

SPDR GOLD TRUST
Form DEFA14A
September 15, 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:

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.

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. E-mail to shareholders.

Item 2. Letter to Shareholders from CEO of World Gold Trust Services, LLC (attachment to Item 1).

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: October 17, 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

Shareholder Letter

https://materials.proxyvote.com/Approved/MC0256/20140912/SHLTR_219860.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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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.

World Gold Trust Services, LLC

510 Madison Avenue, 9th Floor

New York, NY 10022

September 12, 2014

Dear GLD[®] Shareholder:

I am writing to request that **you vote** on two important shareholder proposals to modernize and simplify the SPDR[®] Gold Trust. Your vote is extremely important and I request your support **FOR** these key initiatives.

To vote, please go to www.proxyvote.com and enter the control number provided in the body of the e-mail in which you received this letter, or call 1-855-601-2254 to record your vote over the phone.

As Sponsor of the SPDR[®] Gold Trust, we greatly appreciate you being a shareholder. Thank you in advance for your timely consideration of this matter.

Sincerely,

William Rhind
Chief Executive Officer
World Gold Trust Services, LLC

* Please note that although the shareholder voting period has been extended to October 17, 2014, it is subject to the early termination of this Consent Solicitation, including if the consent of Shareholders holding 51% of the Trust's outstanding Shares has been received for the two proposals, or the extension of the voting period at the discretion of the Sponsor.