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Announcing: Now available for viewing!

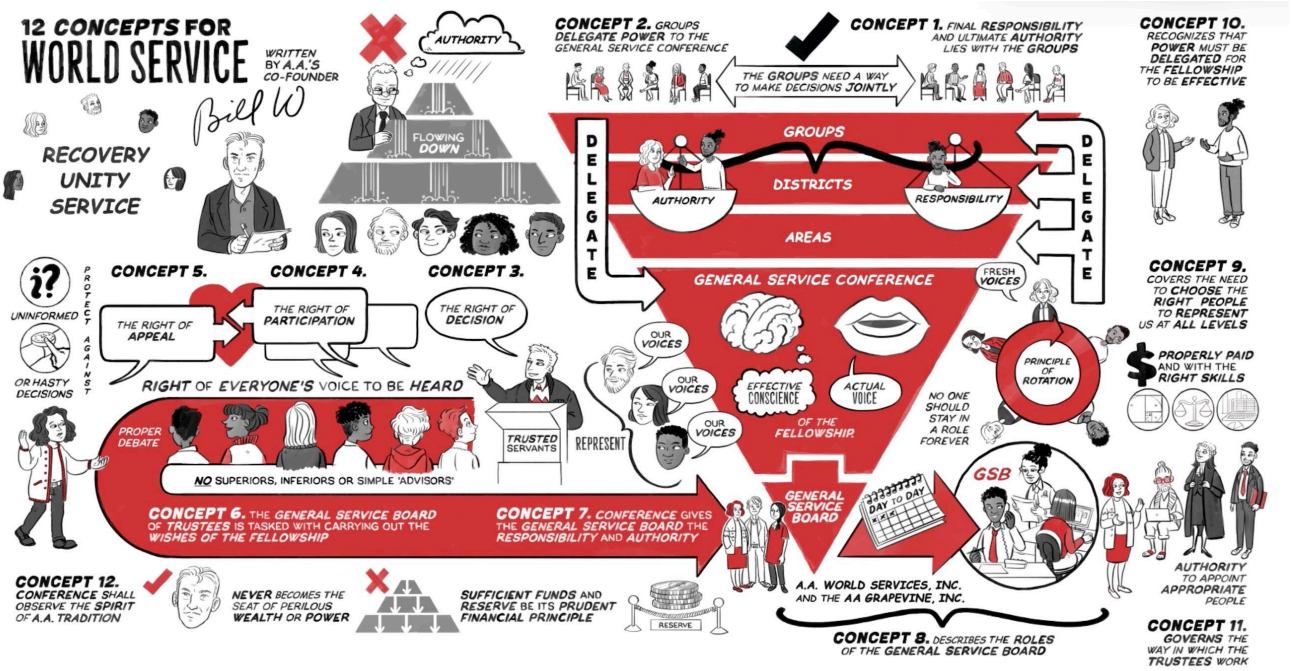
"The Twelve Concepts for World Service Video"

A lively animated tour through the principles of A.A. service

February 9, 2026

Dear A.A. Friends,

We are delighted to announce the release of the "Twelve Concepts for World Service" animated video (in an "Americanized" English version), which was adapted from an A.A. Great Britain version in adherence to an Advisory Action of the General Service Conference of the U.S. / Canada.



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ABOUT THE TWELVE CONCEPTS

The Twelve Concepts for World Service were written by A.A.'s co-founder Bill W. and were adopted by the General Service Conference of Alcoholics Anonymous in 1962. The Concepts are an interpretation of A.A.'s world service structure as it emerged through A.A.'s early history and experience.

While the ideas represented by the Concepts will be familiar to most A.A.s, many members have expressed appreciation for the simplified language and clear images of the pamphlet **"Twelve Concepts Illustrated"** (Item P-8).

ABOUT THE VIDEO

In this "animated short," based on the illustrated pamphlet, we see our Twelve Concepts brought to life. We follow along as we see how wide participation in the "inverted triangle" of the A.A. Fellowship enables us all to work together to carry the message of hope and recovery.

This lively tour through the Twelve Concepts offers a wonderful introduction to A.A. service, with roles and responsibilities illustrated in an easy-to-understand "whiteboard animation" style.

TO VIEW AND SHARE

- "The Twelve Concepts Video" (in English) may be viewed and shared with others on aa.org.
- French and Spanish versions will be available soon.

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YOUR CONTRIBUTIONS MADE THIS VIDEO HAPPEN

An important note: A.A. Seventh Tradition contributions to the General Service Board of the U.S. / Canada helped fund this project. The adaptation of A.A. Great Britain's original video to accurately represent the structure of the U.S. / Canada Conference was made possible by your "dollars in the basket."

RELATED ITEMS AVAILABLE:

- Listen to an **audio version** of the "Twelve Concepts for World Service"
- Read the **"Twelve Concepts Illustrated"** pamphlet (Item P-8)
- Order the ***Twelve Concepts for World Service*** standalone booklet (BM-32),
- Learn more: **The *A.A. Service Manual/Twelve Concepts for World Services*** (Item BM-31)
- Purchase the **Twelve Concepts Window Shade display** (Item M-20)

With all best A.A. wishes,

David R. — Misha Q.

AAWS Publishing Director — GSO Staff, Literature