

The other, yet unnamed, multipart series focuses on mental health and how the scourge of depression and anxiety, post-traumatic stress, addiction, trauma and loss is just devastating lives daily across the globe.

And what I know is if we do our jobs right, we are going to replace shame and we are going to replace stigma with wisdom, with some compassion, and with honesty.

And now for what I love the most. For me, there is nothing more thrilling than being transported by a brilliant book. Nothing. The only thing actually more gratifying than an extraordinary read is being able to share that experience with others, and we are going to do just that by building the biggest, the most vibrant, the most stimulating book club on the planet.

It is a club — listen to this — imagine, where Apple Stores stream a conversation with the author and me live across all devices, across all borders, uniting people to stories that remind us that no matter who you are or where you are from, every man, woman, and child looks up in awe at the same sky.

So I want to literally convene a meeting of the minds connecting us through books.

For as long as I can remember, I have had this dream that for us all to someday realize that deep potential that we are each born to. It abides in every soul. I know this to be true.

And my deepest hope is that we all humans get to become the fullest version of ourselves as human beings, to join in the mission and vision for our common good, to leave this world more enlightened, kinder, and better than we found it, and to move together one billion plus strong into a future of our own design all connected through Apple.

Thank you. Thank you.

***Tim Cook - CEO, Apple Inc.***

Thank you, Oprah. Thank you. I will never forget this.

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All right. Okay. Oprah joins these amazingly passionate and award-winning artists. These are people who we admire for their unique voices, incredible creativity, and wonderfully diverse perspectives. They have impacted our culture, society, and we are so excited and so humbled to be working with them.

We can't wait to hear all of the incredible stories that they are going to tell.

What a fun morning! From everything we've shared with you, you can see how important these services are for us and for all the ways they extend the experiences of our customers even further.

They entertain, inspire, inform, and enrich our lives. Because at Apple, the customer is and always will be at the center of everything that we do.

Now, before I close, I'd like everyone from Apple that worked so hard in making today possible to stand up so that we can recognize you. They've sacrificed a lot to get us to this day, and I sincerely thank you.

It's amazing the privilege of a lifetime that I have to be able to work with all of them. I want to thank everyone for coming. I want to thank all of the

artists that came out today and shared time with us, and most of all, thank you to all of the folks watching, our customers.

Thank you! Bye-bye!

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