



# WOMEN'S DAY LIVE

EMPOWER WOMEN | CHANGE THE WORLD

A HISTORIC CELEBRATION OF  
THE 100TH ANNIVERSARY OF  
INTERNATIONAL WOMEN'S DAY



**A GLOBAL BENEFIT CONCERT AWAKENING THE HEART OF HUMANITY**

MARCH 8, 2011 | Washington Mall, Washington DC., Hollywood Bowl, L.A., London, Rio, Kigali, Mumbai



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## Dear Friends:

You are invited to participate in the creation of an extraordinary global multi-media event to celebrate the 100<sup>th</sup> Anniversary of International Women's Day, on March 8, 2011, and demonstrate the transformative power of women in global society.

Women's Day Live!, (WDL), a Clinton Global Initiative commitment, will feature a globally televised benefit concert and celebration, featuring concert venues on five continents; and inspiring marches and gatherings, all connected via satellite and multiple new media platforms.

Millions of women celebrating International Women's Day at live events in major cities around the world will be joined by millions of viewers and online participants in over 100 countries, creating a 'global campfire' where everyone can "see the world through the eyes of women".

There is a spontaneous movement afoot at this pivotal moment in history, a threshold to a new era. What we are witnessing is a groundswell, a collective passion among women and men to unite in this larger calling to empower women and girls on a global scale.

Women's Day Live! is being designed as part of a process —this is only the beginning.

We believe the future is now and that humanity is poised to seize the opportunity to tackle the root cause of poverty. It is evident that women are now the most potent force for global economic growth.

Our mission is to ignite a global movement to fight poverty with all the passion we have by empowering women and girls with education and economic opportunity, and to raise much needed funds to achieve these goals.

We believe that this historic gathering of women around the world on this singular day is the needed catalyst, the spark to ignite a global movement towards achieving social and economic empowerment for the women and girls of the world.

We invite you to join us in a dynamic partnership to bring this exciting bold vision to life.

This is an iconic moment in history, we simply must seize. The time for women is now.

With warmest regards,

**Lili Fournier**



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## OVERVIEW

Imagine...

**An Unprecedented Global Gathering of Millions of Women in every major city around the world on this singular day to celebrate the 100<sup>th</sup> Anniversary of International Women's Day.**



Women's Day Live! will kick-off with a spectacular showcase of unity and solidarity for women around the world with a million and one women's march on Washington Mall.

An extraordinary opening ceremony from the Hollywood Bowl, will feature renowned superstar performers and world visionaries, with satellite links up to concerts around the world - London, Rio, Kigali, Amman, Mumbai, and maybe even Beijing and Moscow, and two-way satellite links up to 2000 International Women's Day events.

**We are going to rock n 'roll all around the world, with women from all cultures dancing to a universal beat and have women's vital voices ring out around the world!**

**This unprecedented global gathering will be joined by viewers in over 100 countries in a 'Global Campfire' to see the world through women's eyes**

**Live Feed from NASA as the World turns 24 hours live! around the world on line.**



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## EVENT FEATURES

### March 6<sup>th</sup> “Million and One Women March”, Washington DC Mall

The rally and celebration will feature entertainment and inspirational speakers. Staged on the steps of the Lincoln Memorial, the event will hearken back to another seminal event of change in American history as Dr. Martin Luther King proclaimed: “I have a dream.” Now is the time for women and girls to realize their dream. The event will be televised live and re-formatted for inclusion in the International Women’s Day events.

### March 8<sup>th</sup> The Historic 100<sup>th</sup> Anniversary of the International Women’s Day

- **Opening Ceremonies, Hollywood Bowl.** Many of the world’s most celebrated artists and visionary leaders will come together to launch one of the most powerful humanitarian campaigns of our time, to raise money for the long-awaited cause of empowering women and girls. The program will be more than just a concert—the performances will include youth groups, dance, and inspirational films to weave a tapestry of what women bring to the world.
- **WDL Satellite Events.** Simultaneous live events in Brazil, Rwanda, the United Kingdom, India and Jordan (TBD).
- **“Friends of Women Aid Live” Events.** Many of the self-produced events world-wide will be included in the live broadcast and on line via streaming media.
- **Webcast and On-Line Participation—**24 hours Live! around the world as the world turns, via a live link from space with NASA to view celebrations around the globe. The on-line webcast will be aired in a robust web environment with opportunities for blogging, chat, and polling. Portions of the program will appear on a special YouTube channel Social Media—viewers will be able to follow the event on Facebook, Twitter and other social media sites.
- **Non-Affiliated Women’s Day Events.** We will interface with Hundreds of independent events being planned for the historic occasion of the 100<sup>th</sup> Anniversary and share content and connect live.
- **Mobile**—Receive three-minute excerpts, in real time. Text & make contributions from your phones.
- **A Hi-Definition broadcast live** in 1000 theatres across the U.S like the MET. NCM Fathom.

On this day we will capture the imagination of people everywhere with an empowering experience that they are part of a groundswell that is huge and growing, and sharing a collective passion to unite in this larger calling to empower women and girls, so that together we can transform the world.

**This is the needed catalyst and spark to ignite and unite a global movement towards achieving social and economic empowerment for women and girls.**



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## Using New Technology to Bring the Women of the World Together



## Live 4 Hour+ Global Broadcast to over 100 Countries

Production and technological features that will make Women AID Live! a truly historic multi-platform event:

Two-way connections with live events in Rio, Kigali, Mumbai, London, Amman, Beijing, Moscow etc..

- Live feeds from hundreds of International Women's Day celebrations worldwide.
- Distribution of programming to over 2,000 self-organized events in over 100 countries
- Broadcast live in seven languages, PAL and NTSC formats
- Web cast via Flash and Windows Media online and through our international online media partner.
- A one-hour highlight show to broadcast and web cast worldwide two hours after the main show ends.
- Within two hours after the show, all segments will be available for viewing on YouTube.
- Three minute excerpts of the show will be edited and distributed in real-time to cell phones worldwide.
- The website will provide a powerful networking tool to enable viewers to connect with each other and partner organizations for collaboration and collective action on various issues around the world.
- All Concerts & events will be streamed online. LiveAID said the consumption happens over 3 months.

## 24 Hours Live! Around the World Online!





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## IT'S TIME TO GATHER THE WOMEN!

To celebrate 100 Years of Progress

International Women's Day is a national holiday in 30 countries, including China, Russia, Rwanda and Poland.



A truly historic opportunity exists on the occasion of the 100<sup>th</sup> Anniversary of International Women's Day, from the opening exhilarating synopsis contrasting where women were not so long ago with where they are today, to where they are headed if they choose to go. The thrust is to open our eyes to women's collective power, and to celebrate on this significant day the milestones the women of the world have achieved.

"The world is waking up to a Powerful Truth: Women are the Solution." It has become evident that unleashing the powerful and potent voice of women is key to many of the critical issues that face humanity now. That's what's missing for the resolution of our environmental problems, poverty problems, and as an antidote to escalating violence and global terrorism. We will look at the cultural challenges to removing the roadblocks to full and equal political power and how women have now become the most potent force for global economic growth.

Nothing on the scale of Live AID has happened in recent history, and this inaugural celebration of Women's Day can become an annual legacy on International Women's Day.

It will be a truly epic event, one so powerful that it will be talked about for decades. People will look back at this day and point out with pride that this was the definitive moment when the tide shifted and the world truly opened up to the cause of women and girls empowerment planet wide.

Clearly the opportunity is here and the time historic. We have less than 8 months to give birth to this vision.

**A NEW VISION OF UNITY AND HOPE FOR THE FUTURE OF HUMANITY**



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## A GROUND BREAKING HUMANITARIAN CAMPAIGN

We believe the future is now and humanity is poised to ignite a global movement to empower women and girls with education, health & economic opportunity and to raise much needed funds to achieve this goal. *Our Mission* is to deliver a ground-breaking historic multi-media benefit platform which will generate tens of millions of online sign-ups and actions, raising hundreds of millions of dollars, with a target of \$1 billion.


### Step 1: Call to Action – Awakening the heart of Humanity.

If you agree that now is the time to unleash the powerful potential of women and girls – you can play a crucial role in tipping the scales of human destiny. State your intention, your theme, and join. You will appear on an interactive map. Be a Women's Day Live! Ambassador, Pioneer, Patron, Change Agent.

© The Power of One. 10.10.10



#### Women AID Live! Empower Women. Change the World.

Name	Jo-Ann Doe
Intention	To convince my company and co-workers to join the campaign
Dedication	My children
Location	Los Angeles
Ambassador Theme Team	 Sustainable Economics & Entrepreneurship
Donation	\$ 10 for Women AID Live!
Facebook	<a href="#">link</a>
Twitter	<a href="#">link</a>

**Step 2: Contribute \$10 or \$100 or more.** Just by making a small contribution, you can unleash the power of a critical mass that will jumpstart an era of transformative change to co-create solutions to humanity's greatest challenges. Take the Lead. Go Viral. Inspire your Family, Friends, & Co-workers to join you.



#### Quantum Solutions Themes

- Gender Equality and Human Rights
- Educating Girls and Women
- Sustainable Economics & Entrepreneurship
- Micro-Finance for Women
- Empowering Youth & Diversity
- Maternal Health
- Ending violence against women



# WOMEN'S DAY LIVE

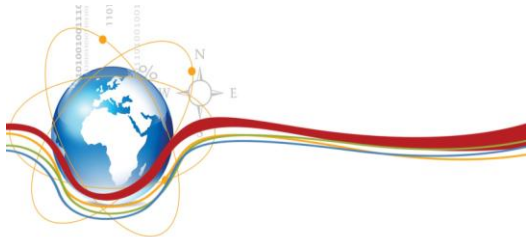
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## WOMEN AID INTERNATIONAL GLOBAL ACTION FUND Strategic Campaign Management

The Women's Day Live Humanitarian campaign will be spearheaded by a leader in fundraising and advocacy.

- Innovative fundraising initiatives on a multi-media platform from 800 numbers to mobile, to online, to telethon, to town hall meetings and International Women's Day Rallies Around the World.
- The fully Integrated System will permit supporters to create events online, searchable directories for sign ups, the ability to run multiple campaigns.
- Individuals can implement their own personal fundraising pages, track and measure their progress, as well as use it to take social networking and local activism to a new level.

### Women's Day Live! Build a Digital Superhighway. Gather The Women.



We will create a robust leading online network, a dynamic breakthrough communications tool to empower women with technology - uniting women's voices, power and leadership. A digital superhighway connecting the women of the world, from commerce and micro-finance, to entertainment, education, personal empowerment to advocacy.

### Launch Call to Action on Major Portal in Sept. in lead up to March 8<sup>th</sup>.

Feature Women's Empowerment Conferences and Seminars on line lead up to March.

- Post your International Women's Day gatherings and build the team
- Post your Quest, your Dream, your Story , your video on various themes
- Invite all social change enthusiasts to take up our Call to Action.
- Post your teams cause, fundraising and awareness-generating campaigns. Invite others to join your cause. Social Networking par excellence

### Empower Women, Change the World. CALL TO ACTION.



Help create sustainable solutions. Build your team to demonstrate your dedication to a cause with a fundraising and awareness-generating campaign. Example: one team created over six unique events and projects to raise awareness and funds for ending violence against women. That's what's called putting your 'Love In Action'. Winning teams who have raised the most funds and awareness win an international trip.



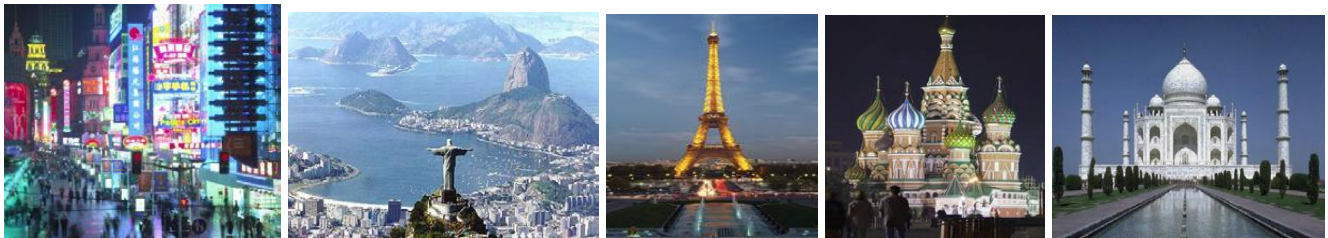


# **WOMEN'S DAY LIVE**

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## **RELEASE AND PROMOTION STRATEGY**

**Invite World Leaders to celebrate their nation's women in every capital around the world.**



### **Lead Gather the Women and the World March of Women**

- World News Coverage on announcement at CLINTON GLOBAL INITIATIVE in September
- Continuous webisodes on making of Woman's Day Live!
- Viral outreach to tens of millions via our strategic partners, and organizations, women, youth, environment, NGO's.
- PSA's to 3800 Member Radio Stations in the US (RAB)
- Global Media campaign with mass media partners
- Global Cause Marketing with Corporate sponsors
- Possible tease at the Grammy Awards in January, 2011
- Possible tease at the Academy Awards on Feb. 25, 2011
- Talk Show circuit, press and magazine features leading up to the event
- 21<sup>st</sup> Century Global Leadership Awards – Viewers vote on Corporate leaders & Leading Countries
- LIVE GLOBAL CELEBRATION. International News Coverage
- Invite special benefit shows by American Idol, The Shark Tank, Larry King Live, PBS.

### **Engage Global Media Advocacy Campaign with Mass Media Partners**

On the beauty, wisdom and power of women and girls and their value in global society.

### **Women's Day Live! 2012 Celebrates the 5<sup>th</sup> WORLD CONGRESS OF WOMEN**

**WORLD'S WOMEN UNITE TO INVITE THE U.N. TO DECLARE  
THE 5<sup>th</sup> UN WORLD CONGRESS FOR WOMEN IN MARCH 2012**



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## GLOBAL IMPACT

### WHY WDL IS SO CRITICAL AT THIS PIVOTAL MOMENT IN HISTORY:

This 100<sup>th</sup> Anniversary of International Women's Day will only come around once. We have an exciting opportunity to use the power of the global media to shine a spotlight on the indisputable evidence that women are now the most powerful engine of economic growth. Sustainably reducing hunger and poverty begins with tackling their root causes. The proven strategy for achieving large scale and lasting impact is to advance and harness the power of women and girls worldwide.

### INVITE THE UN TO NAME 2011 THE YEAR OF THE GLOBAL WOMAN

- **Accelerate Solutions for Achieving the Millennium Goals. Promote Gender Equality.**
- Raise one billion dollars to go to women's grassroots organizations and Micro-Finance Funding
- Accelerate women's empowerment by raising global awareness of the value of women and girls
- Influence key stakeholders to integrate women as a solution to many of the issues facing us today.
- Inspire, encourage and empower women and girls around the world to take the lead

### Women's Day Impact and Legacy

- Galvanize, inspire and mobilize people worldwide to fight poverty with passion.
- An internet platform that will revolutionize our ability to communicate, organize, and collectively solve problems. This global event will enable large scale, real time participation on critical issues
- The WDL global broadcast expects to capture 30 to 50 million names online. A valuable asset.

### CALL ON WORLD LEADERS TO FUND UN WOMEN FOR 3 BILLION DOLLARS.

Invite the G20, donor countries, Corporate Leaders, Philanthropists and world citizens to passionately commit to meet the *UN Millennium Development* goals to alleviate poverty: by committing to fund the UN Women Agency and increase funding to Feed the Future, and World Bank programs.

### Call on the World. Meet the Challenge. Microfinance 100 million poor women.

Create a Kiva-like infrastructure and partner with Global Women's Banking.



MAKE PROMISES TO WOMEN HAPPEN

# THE TEAM

## Executive Producers



**Lili Fournier** is the host, producer and director of the award-winning *Women of Wisdom and Power* a three part, one-hour specials featuring Jane Goodall, Gloria Steinem, Shirley MacLaine, Alanis Morissette, et al. Her most recent *Quest* broadcast (her 11th PBS special) is *Quest for Success*, featuring some of today's most influential business and spiritual leaders including the Dalai Lama, Sir Richard Branson, *Nobel Peace* Laureate, Archbishop Desmond Tutu, Russell Simmons, Stephen Covey, Jack Canfield et al. The *Quest* has successfully raised millions of dollars for Public Broadcasting's fundraising efforts. She produced the historic *By My Spirit* concert featuring Placido Domingo, Zubin Mehta and the Israel Philharmonic, a tribute to world peace and co-existence. Featured the reconciliation of the King of Spain and the President of Israel, to commemorate the 500<sup>th</sup> year Expulsion of the Jews from Spain.



**Michael Olmstead** As President of *e2k and Events for Change*, Michael Olmstead has personally produced over 1,000 events in twenty countries, including productions for the *Super Bowl*, *the World Cup*, *the State of the World Forum*, *the U.S. Conference of Mayors*, *the NFL All-Star Game*, and *the United Nations*. In 2008, he served as Executive Producer for *Pangea Day*. The four-hour show with locations in Cairo, Kigali, London, Los Angeles, Mumbai, and Rio was broadcast live to over 100 countries. The event established new ground in the integration of streaming media with traditional broadcast formats to create a sense of community. In January, 2009, Michael provided the remote video feeds for the *Inaugural Neighborhood Ball* that again demonstrated the power of new media to bring people together.

## Director



**Louis J. Horvitz**, recently added a fifth Emmy® Award to his mantel, recently directing his 12<sup>th</sup> Academy Awards show and the 41st Annual Academy of Country Music Awards. He has received a total of eight Emmy nominations. He has directed a dozen *People's Choice Awards*, *Live Aid*, *Net Aid*, *The American Film Institute Lifetime Awards*, *The Kennedy Center Honors*, *The VH-1 Concert for N.Y. benefiting survivors of 9/11*, and "U2 Half Time at the Superbowl", This is his 11th year as executive producer-director of "An Evening of Stars". He is regarded as a pioneering force in global broadcasting.

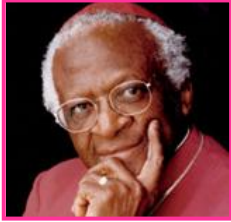
## Producer

**Tisha Fein** has been the Talent & Coordinating Producer of The Grammy Awards for the past 30 years. She was the producer for A-List Awards, Fashion Rocks, America United, In Support of the Troops, Motown 45, Talent Producer for American Idol, etc.



## Consultants

**Salli Frattini** President/Executive Producer, *Sunset Lane Entertainment*. Salli Frattini Executive Produced *YouTube Live 2008*. She is the former Senior Vice President of *MTV*, where she Executive Produced the *MTV Movie Awards* and *MTV Music Awards*.



### Honorary Patrons

**Archbishop Desmond Tutu** rose to worldwide fame as an opponent of Apartheid. In 1984 he became the second South African to be awarded the *Nobel Peace Prize*. Archbishop Tutu chaired the *Truth and Reconciliation Commission* and is currently the chair of *The Elders*. He works to build peace by nurturing visionary leadership.

**Leah Tutu** is the wife and partner of Archbishop Desmond Tutu. In 1998 Desmond and Leah Tutu established *The Desmond Tutu Peace Trust*, whose mission is to nurture peace by promoting ethical, visionary, values-based human development.



### Honorary Co-Chairs

**Elder Bernice A. King** was born the youngest daughter of Dr. Martin Luther King, Jr., and the late Coretta Scott King. Bernice A. King is internationally known as one of the most powerful, life-changing speakers in the world today. She founded *Be A King*, whose mission is to elevate the way people Think, Act, Live, and Lead. She hopes to develop a nation of young people who will impact the global marketplace and transform the world culture with a KINGdom mindset.



**Dr. Helene Gayle** is President and CEO of *CARE*, one of the world's premier poverty-fighting charities. She is former Director of HIV programs for the *Bill & Melinda Gates Foundation*, 2006 co-chair of the *International AIDS Conference*, consultant to *WHO*, *UNICEF*, *World Bank*. She now focuses on empowering women in the fight against poverty.



**Nyaradzayi Gumbonzvanda** is the General Secretary of the *World YWCA*, a global movement of more than 25 million women and girls in 124 countries. It has been in the forefront of advocating for women's and girl's rights, and for positive social change. A trained human rights lawyer, she previously served as Regional Director for the *United Nations Development Fund for Women (UNIFEM)*.



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*“Nothing is clearer, nothing more urgent, and nothing more demanding of visionary leadership and the fundamental need for change than advancing the rights and equality of women in the world today.”*

**Lili Fournier**

# STRATEGIC ALLIANCES

WAL will be built upon strategic alliances with large established organizations and infrastructures worldwide.

- The Global Partnership Initiative of the State Department expressed interest in partnering with WDL
- WDL is a Clinton Global Initiative Commitment made at the invitation of President Clinton in 2006.

## GLOBAL COMMUNICATIONS AND SPONSORSHIP TEAM

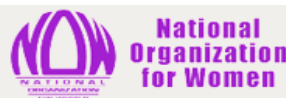
- JAY COLEMAN, of EMCI, is the visionary force in global musical event sponsorship. He has committed to spearheading the global sponsorship outreach. EMCI has been in the forefront of executing innovative brand initiatives. EMCI joins Pepsi with mega-star Michael Jackson launching an 8-year, historic global sponsorship. From Live AID, We Are the World, Live Earth, Super Bowl half time, to the Rolling Stones, to the Lilith Fair. <http://emcionline.beta.juicyorange.com/>
- Hill & Knowlton and Ogilvy are interested in handling global media and PR.
- Industry leader *Jay Cooper* of Greenberg Traurig, who did Live8 and is co-chair of the West Coast Entertainment Division, will handle legal affairs and media contracts
- Kevin Harrington, leading infomercial producer offered to help our fundraising initiatives.
- Sir Martin Sorrell, chairman of WPP helped connect us to companies for worldwide communications



## Strategic and Supporting Strategic Organizations

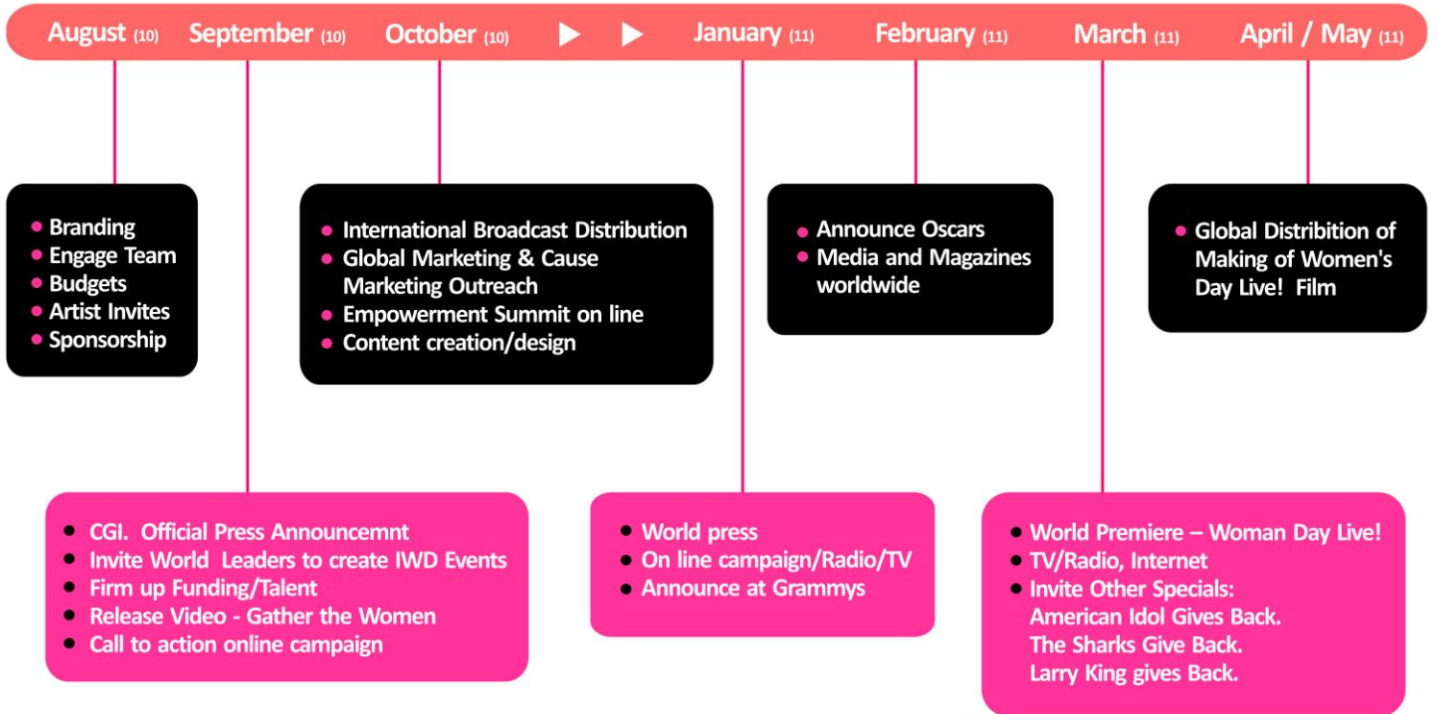
- The Global Fund for Women, the largest Foundation funding women's human rights;
- The Women's Funding Network, 160 organizations that fund women's solutions globally;
- *The National Council of Women's Organizations*, membership of 100 organizations, with 10 million women members in America;
- *The National Organization for Women*, in 50 states in America;
- *CARE*, a pre-eminent charity that works in 66 countries to fight poverty;
- UNIFEM, the *United Nations Development Fund for Women*, in 100 countries;
- The *World YWCA*, 25 million members in 122 countries;
- *Equality Now; Save the Children, Free the Children* and other charities.
- *Initiate collaboration* with World March of Women who marched in over 161 countries

**Funds raised by WDL** will be held by the Women's Funding Network. A Steering Committee consisting of Strategic Partners will disburse the funds. Decisions will be ratified by a Board of Directors. Fund will go to organizations like: Vital Voices, The Global Fund for Women, The Women's Funding Network, Women for Women International, CARE, The African Women's Development Fund, and the Nike Fund and other NGO's who are demonstrating impact on the lives of women and girls.





## EVENT TIMELINE | KEY ACTIVITIES



\* Subject to change / Details tbd

## Clinton Global Initiative Commitment - Global Announcement Sept. 21, 2010 in N.Y.



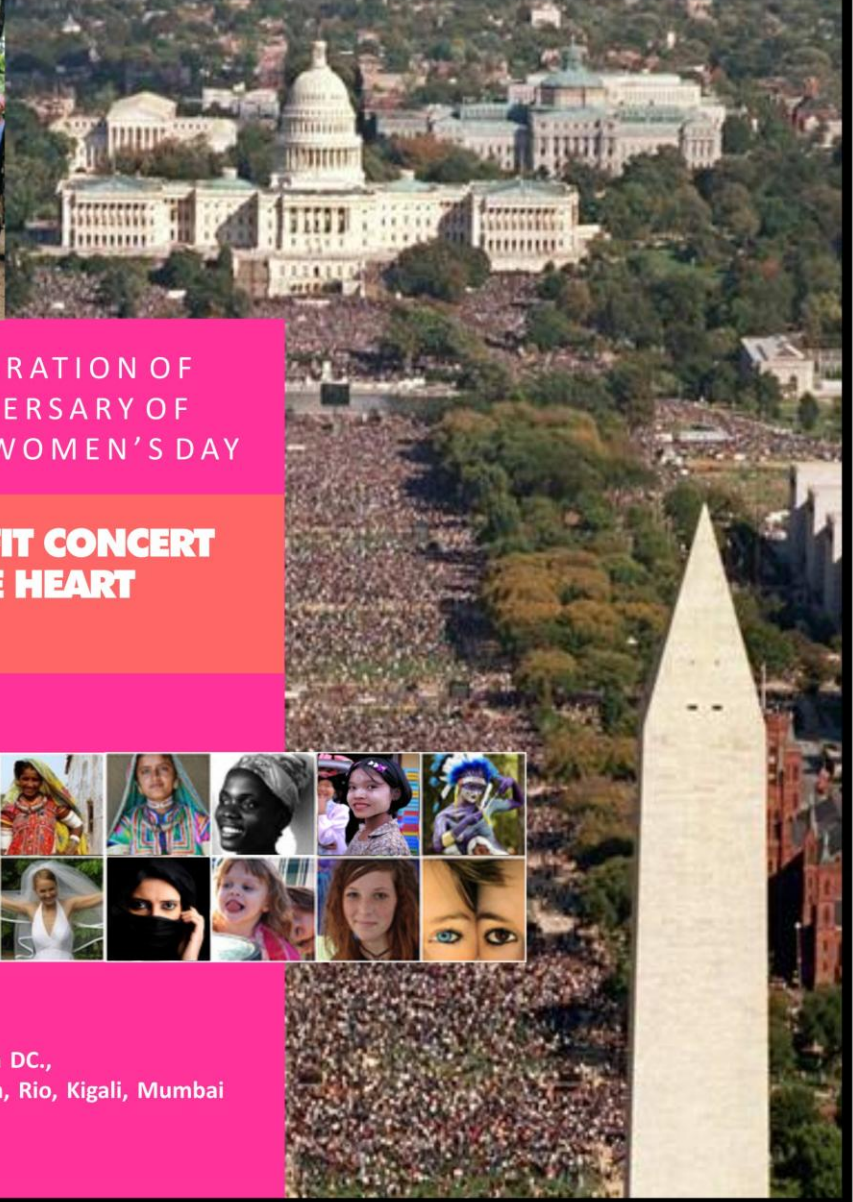
Women AID Live! was established as a commitment at the Clinton Global Initiative in 2006 at the personal invitation of President Clinton. It recognizes that empowering women with education and economic opportunity is central to the eradication of war, of systemic poverty, of culture-sanctioned violence, and of many of the critical issues facing humanity today. Partners are invited to announce Women's Day Live to World Press and World Leaders at CGI.

**Join us in a dynamic partnership to bring this exciting bold vision to life. The time for women is now!**



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Washington Mall, Washington DC.,  
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**MARCH 8, 2011**



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