



# WOMEN'S DAY LIVE

EMPOWER WOMEN | CHANGE THE WORLD



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

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



*The Time for Women is Now*

# We Have A Dream

THE ICONIC MOMENT OF DR. MARTIN LUTHER KING



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# Now is the time for women to realize their dream

THE ICONIC MOMENT FOR WOMEN'S GLOBAL LEADERSHIP



On March 8, 2011  
We will create another  
*HISTORIC MOMENT*



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# WOMEN'S DAY LIVE

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## IMAGINE!

Millions of women gathering in every major city around the world on this singular day to celebrate the 100<sup>th</sup> Anniversary of International Woman's Day.



**This is the spark that will ignite and unite women around the world as a global force for change.**



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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 some 30 countries, including China, Russia and Rwanda.

**Empower Inspire Effect Change**



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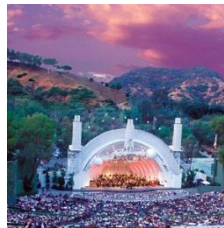
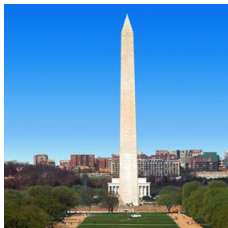


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Imagine! A Million Women Celebration on the DC Mall.  
Hollywood Bowl Opening with links to  
events in London, Kigali, Rio, Mumbai...

- Renowned superstar performers
- World visionary leaders
- Powerful films
- Global leadership awards





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# 4-Hour Live Worldwide Broadcast

We are going to rock 'n roll around the world to a universal beat  
and have women's vital voices sing out around the world!



*Satellite Connections with Live  
Events on 5 Continents  
& Over 2,000 International  
Women's Day Celebrations  
Connected On line*

**Join us in a 'Global Campfire' to see the  
world through women's eyes  
24 hours live around the world!**





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On March 6, 2011 we will kick off the world celebration of the women of the world with a Million and One Women March and gathering on Washington Mall, featuring visionary speakers and entertainment on the steps of the Lincoln Memorial.

On March 8, 2011, the live opening ceremonies in Hollywood will begin with a spectacular showcase of unity and solidarity of women's celebrations around the world.

- **Satellite connections** — with live concert events on 5 continents
- **24-hour live global webcast** — via a NASA link from space to view worldwide celebrations
- **Satellite events** – over 2,000 International Women's Day celebrations connected via streaming media with upload and download capability
- **Mobile participation** — receive 3-minute excerpts in real time, with the ability to text and make contributions while you're on the move
- **Hi-definition broadcast in 1,000 theatres across the US** — NCM Fathom





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## AWAKENING THE HEART OF HUMANITY

Create a groundbreaking humanitarian campaign to empower women & girls with education and economic opportunity.

Our target is to raise \$1 billion dollars.

## OUR MISSION

To ignite a global movement to  
**FIGHT POVERTY WITH PASSION**  
by empowering women and girls.





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## Empower Women. Change the World!

### 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



**Call to action. Build a team. Raise funds and awareness for a cause you are passionate about. Donors are invited to support their charity of choice.**



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# Innovative Fundraising, Multi-Platform Initiatives

- Multiple Campaigns
- Web, Mobile, Kiosks
- Celebrity Telethon
- Integrated systems



- to sign up & lead events around the world
- Actions, Team Building and competition

**Managed by a leader in online fundraising,  
advocacy and social networking**



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**Global Action Benefit Fund:** disbursed to U.S. & Global Charities by Steering Committee - comprised of:

## Strategic Partners



## Supporting Strategic Partners



# The Team



- **Lili Fournier**, Executive Producer, produced the *By My Spirit* concert (featuring Placido Domingo, Zubin Mehta and the Israel Philharmonic Orchestra) & the *Quest* specials on PBS.



- **Michael Olmstead**, Executive Producer, has produced over 1,000 events in twenty countries including: Pangea Day, the State of the World Forum, and opening ceremonies for the *Super Bowl* and *the World Cup*.



- **Louis J. Horvitz**, Director, Emmy Award-winning director of 12 *Academy Awards*, *Grammys*, *The Emmys* & *Live AID* .



- **Salli Frattini** is the former Senior VP of *MTV*, where she Executive Produced the *MTV Movie and Music Awards*. Executive Producer of *YouTube Live*. (Consultant)





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## The Team

### Producers Cont'd.

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

### Sponsorship

- Jay Coleman President of EMCI, worldwide leader in music marketing and sponsorship sales. From LiveAID, to WE are the World, Live Earth, Super Bowl half time, the Rolling Stones Tour, Michael Jackson Pepsi Tour, to the Lillith Fair.

### Global Media Communications

- Hill & Knowlton
- Ogilvy

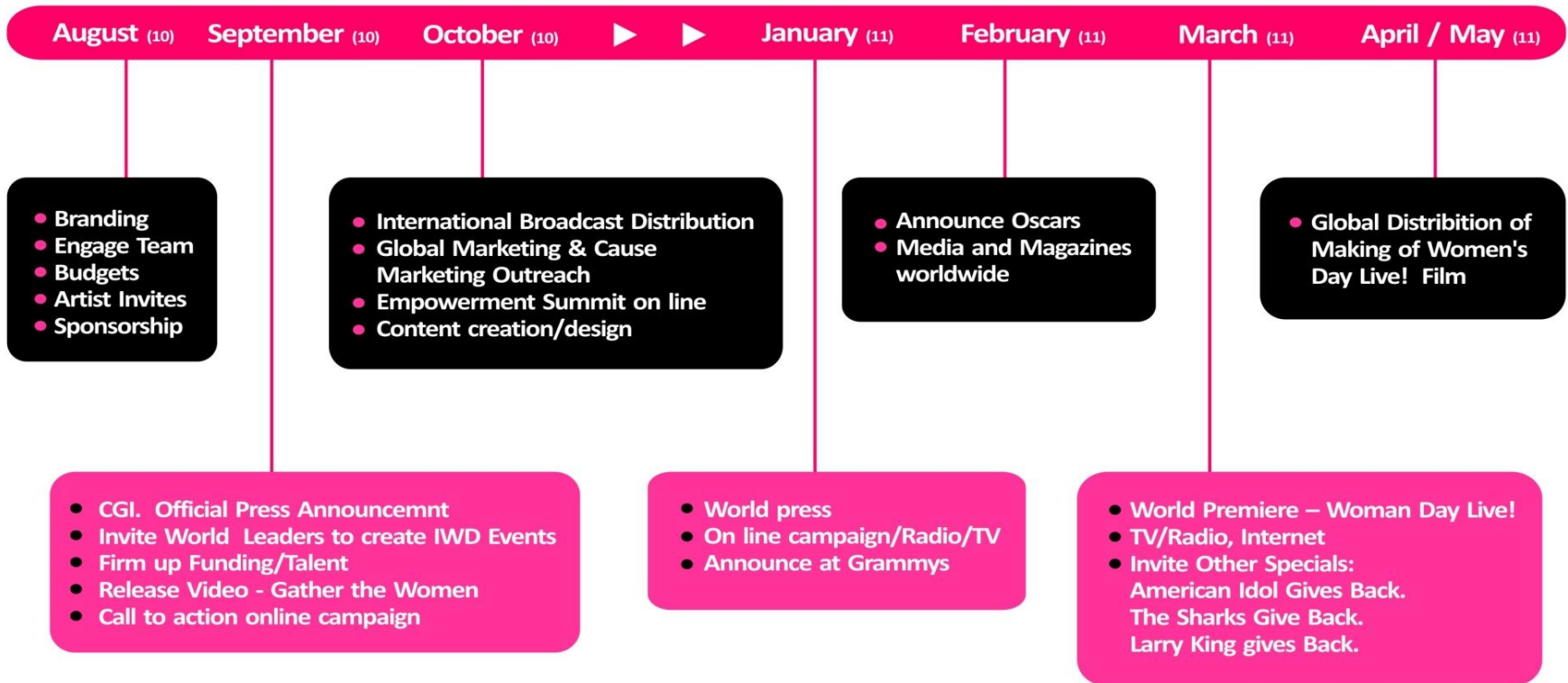




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## EVENT TIMELINE | KEY ACTIVITIES

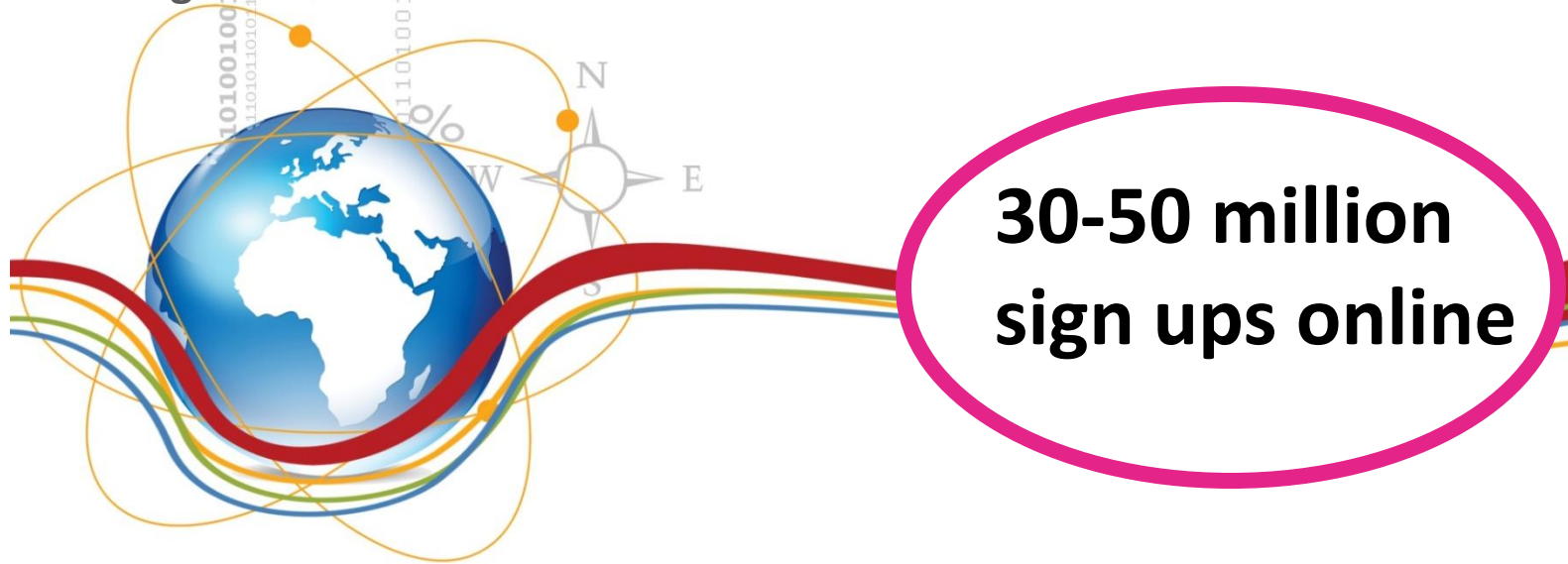


\* Subject to change / Details tbd



# Build A Digital Superhighway

A leading online network to unite women around the world.



**30-50 million  
sign ups online**

## Launch our call to action in Sept. on Major Portal with millions of hits

- Feature women's empowerment conferences and seminars on-line leading up to March.
- Invite all social change enthusiasts to put their love into action.
- Post your team's cause, fundraising and awareness-generating campaigns. Invite others to join your cause. Social networking par excellence. Winning teams will win a trip of choice.
- Post your International Women's Day gatherings and build the team.
- Post your quest, your dream, your story.
- Create films on various themes for viral outreach to engage the world for Women's Day.



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## RELEASE AND PROMOTION STRATEGY

- 24 Hrs. Live Around the World On Line
- Four-Hour Broadcast Special — to air in over 100 countries and on network TV in the U.S., plus radio
- Invite *American Idol*, *The Sharks*, *Larry King Live* to do “Give Back” specials around Women’s Day Live

**Invite world leaders to celebrate their nation’s women in every capital worldwide.**





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## Release and Promotion Strategy

- World news coverage on announcement at CGI in September
- Continuous webisodes on making of Women's Day on line
- Viral outreach to tens of millions via our strategic partners, and women's organizations, youth, environmental, peace NGOs.
- PSAs to 3,800 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 and press/magazine features leading up to the event
- LIVE BROADCAST AROUND THE WORLD — International news coverage
- Follow with broadcast of the "Making of Women's Day Live"





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## Think Global Impact

- Funds to accelerate women's empowerment on a global scale
- Give women the power of technology. A digital superhighway.
- A global communications campaign to generate global awareness of the value of women and girls in global society.

**CALL WORLD LEADERS TO PLEDGE 3 BILLION TO UN WOMEN.**



Herald in a new era. Impact generations to come...



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# Event Alliance - Building the Bridge

**The Global Partnership Initiative of the State Department expressed interest in partnering.**

- Women's Day Live is a CGI Commitment
- Engage Major Media Partners
- Engage Key Talent – and World Leaders
- Corporate Sponsors, Foundations, Philanthropists
- Major Political Organizations and NGOs
- Outreach to Women's Organizations Worldwide



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## We Invite Your Visionary Leadership to Realize the Dream of this Exciting Bold Vision

### Honorary Patrons



### Honorary Co-Chairs



### Clinton Global Initiative



Join us in announcing Women's Day Live before world leaders and global press at CGI in Sept!

MAKE PROMISES TO WOMEN HAPPEN



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**A GLOBAL BENEFIT CONCERT  
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Washington Mall, Washington DC.,  
Hollywood Bowl, L.A., London, Rio, Kigali, Mumbai

**MARCH 8, 2011**

