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
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

WOMEN’S DAY LIVE
EMPOWER WOMEN | CHANGE THE WORLD
Millions of women gathering in every major city around the world on this singular day to celebrate the 100th 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.
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
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
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!
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
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.
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.
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
Global Action Benefit Fund: disbursed to U.S. & Global Charities by Steering Committee - comprised of:

**Strategic Partners**

- Women's Funding Network
- Women for Women International
- Global Fund for Women

**Supporting Strategic Partners**

- World YWCA
- care
- Equality Now
- UNIFEM
- NOW
- National Council of Women's Organizations
- United Nations Development Fund for Women (UNIFEM)
- Working for Women’s Empowerment and Gender Equality
The Team

• **Lili Fournier**, Executive Producer, produced the *By My Spirit* concert (featuring Plácido 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)*
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
**EVENT TIMELINE | KEY ACTIVITIES**

**August (10)**
- Branding
- Engage Team
- Budgets
- Artist Invites
- Sponsorship

**International Broadcast Distribution**
- Global Marketing & Cause Marketing Outreach
- Empowerment Summit on line
- Content creation/design

**January (11)**
- Announce Oscars
- Media and Magazines worldwide

**February (11)**
- Global Distribution of Making of Women's Day Live! Film

**March (11)**
- CGI. Official Press Announcement
- Invite World Leaders to create IWD Events
- Firm up Funding/Talent
- Release Video - Gather the Women
- Call to action online campaign

**April / May (11)**
- World press
- On line campaign/Radio/TV
- Announce at Grammys

- World Premiere – Woman Day Live!
- TV/Radio, Internet

* 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.
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.*
Release and Promotion Strategy

• World news coverage on announcement at CGI in September
• Continuous web-isodes 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”
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...
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
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

WOW WOMEN OF THE WORLD

BELIEVE
CARE
TAKE A STAND

WOMEN'S DAY LIVE
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THE TIME FOR WOMEN IS NOW.
A Historic Celebration of the 100th Anniversary of International Women’s Day

A Global Benefit Concert Awakening the Heart of Humanity


March 8, 2011