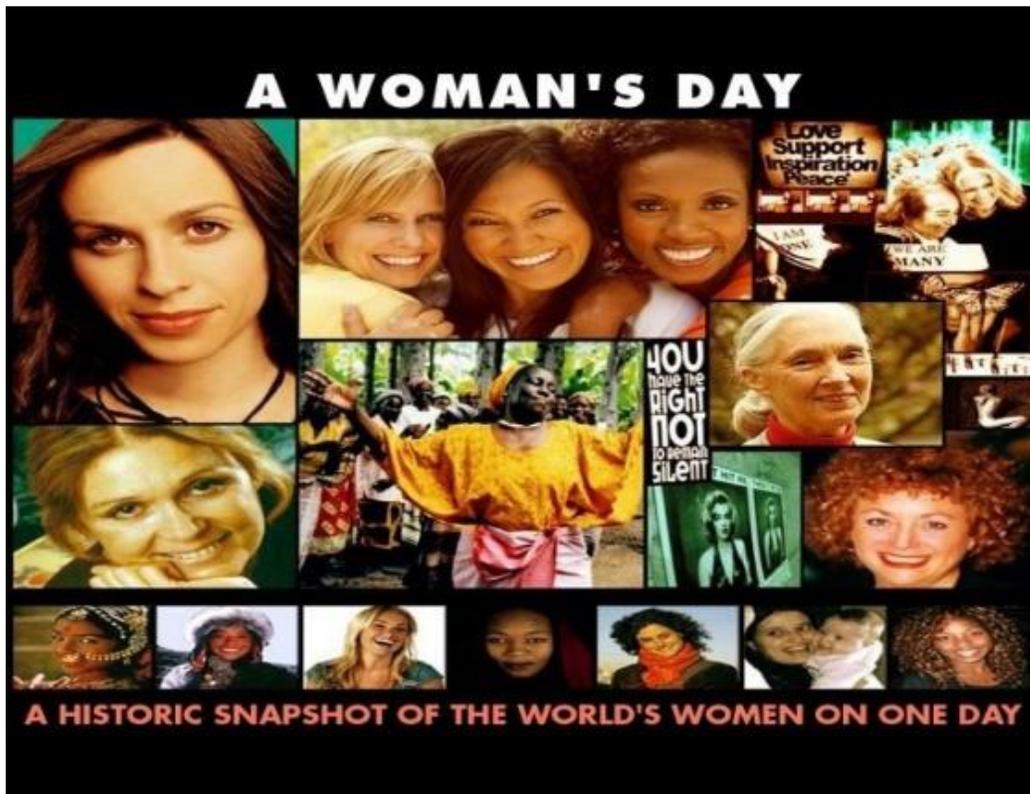


WOMEN IN A DAY

A HISTORIC SNAPSHOT OF THE WORLD'S WOMEN ON ONE DAY

Women in A Day will be an historic film capturing the lives of the world's women in one 24-hour period on International Women's Day, March 8th, 2018. To be broadcast a year later in 2019 during Women's History Month.



Women all over the world expressing their voice, their power,
and claiming the freedom to live their dreams.

Women in a Day (working title **Women's Day Live Ignite**) will be brought to you by the same team that created the highly successful *Canada in a Day*, an authorized Ridley Scott 'In A Day' franchise. Director and Producer Trish Dolman is a celebrated Canadian filmmaker and producer known for international successes such as *Hector and the Search for Happiness* and *The Corporation*. She will executive produce *Women in a Day* with the same award-winning film and digital teams that were behind the Canadian success that began a year ago and is culminating with the release of this Canadian documentary on Sunday, June 25th on the CTV network.

Proposed Format for Women in A Day

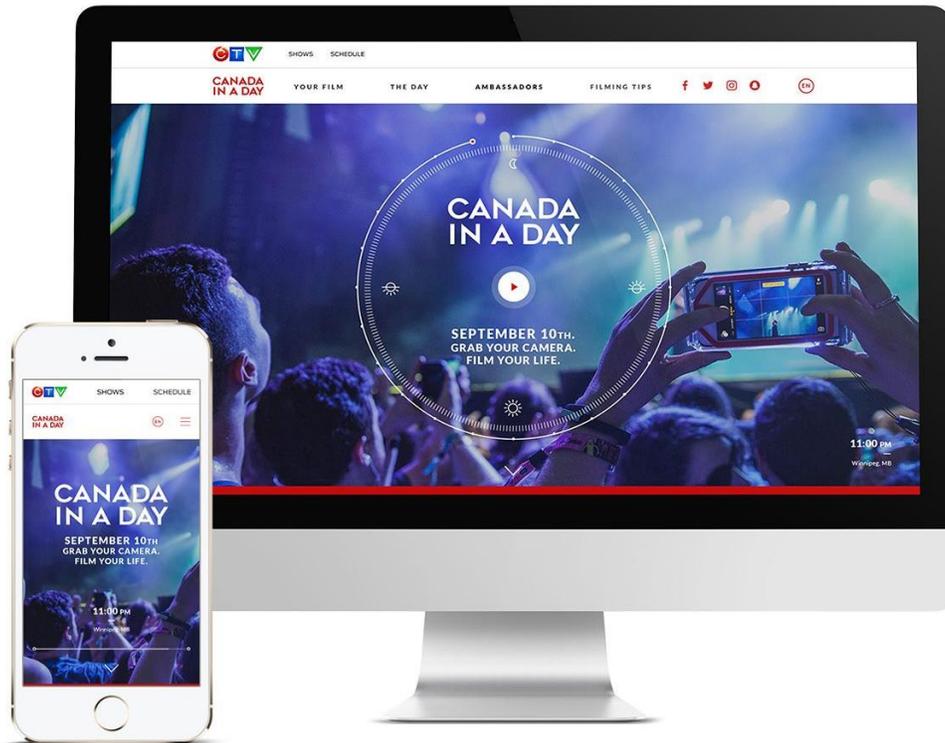
A globally orchestrated 'call-out' on Wednesday, October 11th (UN's International Day of the Girl) will invite women and girls all over the world to submit their stories, their music, their videos - **in one 24-hour period on March 8, 2018**. The rich cultural diversity of women's stories from around the world will create a historic experience —what it's like to be a woman and girl alive in the world today. These self-generated videos, stories, music and potentially commissioned shorts will result in a theatrical feature documentary – *Women In A Day* – for worldwide broadcast in 2019.

A digital 'hub' website will be created in multiple languages that will serve as the central place for World Ambassadors for the film to be highlighted and their stories told. It will be a place to learn how to tell stories and will answer questions on best ways to submit your story by video or text. And most important it will integrate a robust user generated content platform that will make it easy for users to upload content and will integrate with the filmmaker's editing system.

Four or five questions will be chosen to encourage exploration. Questions such as: What does being a woman mean to you? What do you hope for? What do you love? What do you fear? What do you care about most deeply? What issues impact your life? What change do you want to see?

A comprehensive social media campaign will be orchestrated world-wide and content shared to build awareness and generate participation leading initially toward the upload date in March 2018, then keeping the community engaged between the time of the upload and the release of the film a year later.

Precedent: Canada In A Day



Women In A Day will follow the format and successful implementation that the recently completed Canada In A Day followed.

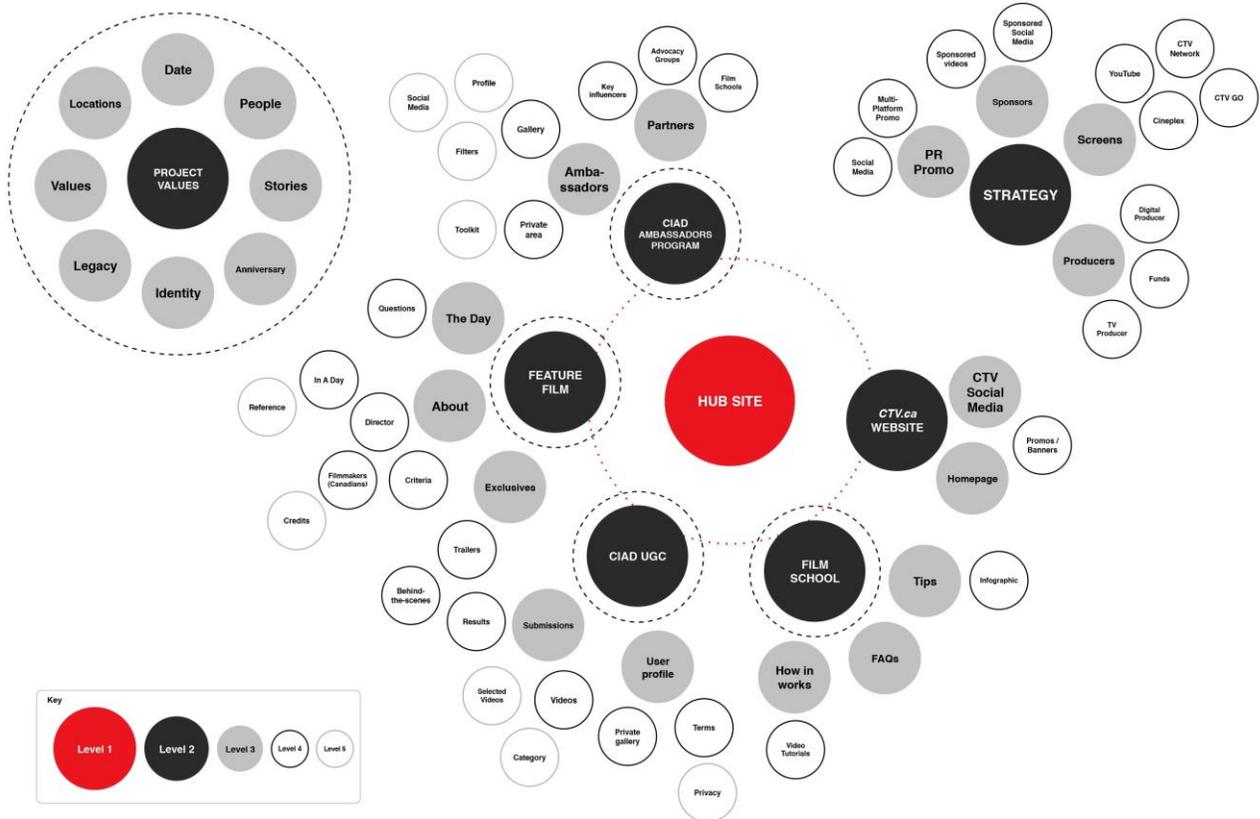
On Saturday, September 10th, 2016, Canadians from across the country and expats from around the world turned the camera on themselves, filming moments from their lives, for CTV's ground-breaking multi-platform project *Canada In A Day*. An incredible 16,000+ video submissions were uploaded to a bespoke platform made possible through Bell Media Production funding -- a number that more than tripled initial. Compared to other 'In A Day' projects from around the world, this put Canada (with the most widespread geographical area to cover) in the 'Top 3' performers, and certainly with the most platforms and social avenues explored and leveraged.

Videos have ranged from drone footage of a sunrise over icebergs off the coast of Newfoundland and Labrador, to a young woman from British Columbia whose body rejected her heart transplant, to a kid's hockey team in Nunavut and a mother and daughter talking about their husband/father off serving in the Navy. Canadians were engaged and excited about sharing their lives and the two-hour film to be released in Summer 2017 will be a legacy of a country and its people at this extraordinary time in the nation's history.

The attached graphic shows the 'eco-system' of the Canada in a Day project.

INFORMATION ARCHITECTURE CIAD 'ECO-SYSTEM'

Canada in a Day - CTV
Ecosystem



Proposed Schedule for Women In A Day

July/August 2017: Team engaged and \$250 K Phase 1 'Project Blueprint' begins. This would be the specification phase leading to a 'bible' for the whole project that would include Technical specs, creative approach, roll-out plans and strategies, initial design ideas and liaison with Scott-Free, the holders of the In A Day franchise in order to secure In A Day status for this *Women In A Day* campaign. Branding, and Movement building strategy.

September forward: Second phase of the project begins for the anticipated \$2.0 - \$2.5 million US film and global social media and PR campaign. Key undertakings during this period will be:

Creating a Social Networking Bonanza for Global Engagement.

- Choosing a social media company with experience in global social awareness campaigns such as:
- [Jumpwire Media](#), voted one of top 10 media companies in the world by Fast Company. Aggregate 1 million sign ups with each 100 K invested. Daily posting 5 days per week. Social media strategy. Content creation. Email campaigns.
- Creating a **Global Ambassador Group** is critical to the success of the campaign and this will be an early focus. They will be chosen for their stature in their communities as well as their social followings as measured by both visibility in their communities as well as Facebook/Twitter/Tencent (China) numbers etc. where appropriate.
- Branding and creation of all design documentation
- Movement and Consortium building.
- Build out of the technical platform that was spec'd in the initial July/August phase. This platform will build off of the successful *Canada In A Day* platform but there are many more considerations and need for more functionality with a global campaign.
- Build of the initial Phase 1 awareness website

October 12, 2017: Campaign is announced officially on the U.N.'s International Day of the Girl which Canada was instrumental in birthing.

Fall activities include awareness building and global outreach in conjunction with global partnerships. Building of the Phase 2 website to include all the Ambassadors and links to their social networks.

Everything begins to lead up to the March 8th, 2018 filming date.

The Day, March 8th, 2018 - 24 hour film day around the world.

March 2018 to January 2019 — Editing and content curation.

February 2019 Social media begins to ramp up to film release date. Phase 4 website to go up to talk about the film.

Air date: March 2019 during Women's History Month. Celebrate Canada's Centennial of having the vote.

Livestream the film worldwide on March 8, 2019.

A unique Celebration of Women Leading in Every Part of the World

This all-out spectacular global celebration of women and immersive global live stream social networking event will give creative expression to women and girls from cultures around the world as we mobilize resources to CHAMPION their potential in global society, with the Heart in Action Global Humanitarian Campaign.

IGNITE THE POWER OF THE DIGITAL REVOLUTON

Present the Talent and Creative potential of women and girls worldwide

International Women's Day is celebrated in over 100 countries and some 2000 self-created events happen annually. A perfect day for global engagement, global connectivity and global movement building.

Digital Archive: Discover a Historic Snapshot of the World's Women & Girls by Country. Country specific films may develop from this.

Potential to Build the Brand: Women in a Day America to celebrate the centennial of women having the vote in 2020. Women in a Day India, China, et al. **Girls in a Day** Launch in 2019 on International Day of the Girl.

Women in a Day will garner valuable digital assets which can result in a global on-line communications network for women and girls worldwide with meaningful and entertaining content for year-long engagement. In the event the film launches without the [Women's Day Live](#) Concerts we can present a:

Women's Day Live Festival online. 24 Hour Live Telethon from One Stage.

Live Global Engagement. Celebrity Up-beat Call to Action. Performers and visionaries. Invite Live Posts of self- created International Women's Day celebrations around the world. See highlights of A Woman's Day submissions. This all-out spectacular global celebration of women and immersive global live stream social networking event will give creative expression to women and girls from cultures around the world as we mobilize resources to CHAMPION their potential in global society with the Heart in Action Campaign.

The Team

Profile: Zolar Entertainment celebrates over 30 years of excellence. Lili Fournier is the creator and founder of Women's Day Live Ignite (Women in a Day). She has dedicated years of her life to realizing the dream of **Women's Day Live**. It was a Clinton Global Initiative commitment at the invitation of President Clinton. Archbishop Desmond Tutu is a Patron. Co-Chairs are Kim Campbell, former Prime Minister of Canada and Dr. Musimbi Kanyoro, the CEO of the Global Fund for Women.

Lili Fournier was the host, producer and director of the award-winning Quest series of specials, powerful personal success programming seen by millions of people on PBS, six Canadian networks, in Europe and Israel. It won numerous awards for Best Motivational TV Program.

Quest for Success, the 11th special, featured some of the world's leading spiritual and business leaders and best-selling authors including the Dalai Lama, Richard Branson, Peace Laureate Desmond Tutu, Deepak Chopra, Stephen Covey, Marci Shimoff, Jack Canfield, Russel Simmons, et al. **The Award- Winning Women of Wisdom and Power** 3 one-hour series aired on PBS in 28 of the top 30 markets to critical acclaim. It featured some of today's most influential and fascinating women including Jane Goodall, Gloria Steinem, Shirley MacLaine, Alanis Morissette, et al. It had a five-hour broadcast in N.Y. which included a 2-hour live studio broadcast.

The Quest was critically acclaimed for its leading role in pioneering spiritual programming on broadcast TV in the U.S. where it expanded its syndication to reach 90 million households, consistently capturing top ratings and successfully raising millions of dollars for PBS's fundraising efforts. The Quest was the top selling video off Broadcast TV across Canada. In its vanguard study on mega trends in America, the leading Ad Agency of the time, Chiat Day (Apple's Think Different Campaign) cited Spirituality and chose Quest, published by Simon & Schuster as the best product in the U.S. marketplace.

Select Executive Producer credits: "Expulsion & Memory", a documentary featuring the historic reconciliation of the King of Spain and the President of Israel, for the 500th Anniversary of the Jews expulsion from Spain. The TV production of the "By My Spirit" Concert with Zubin Mehta, the Israel Philharmonic Orchestra and Placido Domingo, on the hilltop of Toledo, Spain, with thousands of dignitaries from around the world and Queen Sophia.

She was an Associate Director on major multiple camera dramas including Pygmalion with Peter O'Toole for Twentieth Century Fox, and worked as an A.D. and Script Supervisor on movies, series, and Concerts for Showtime, Universal Studios, ABC, Astral, Global, PBS and TVO. As an inveterate adventurer, she has traveled to over 80 countries worldwide. She was a member of the Women's Leadership Board at Harvard University.

Profile: Screen Siren Pictures Inc.

In 2016, Screen Siren Pictures celebrates 19 years in business as an active, independent film and television production company based in Vancouver, Canada. We create innovative, award-winning feature films, documentaries and television. With a focus on international co-productions and partnerships, we bring creative energy and established local and international industry relationships to all projects.

President and founder Trish Dolman has been working in film and television for twenty years as an award-winning producer and a documentary director. In April of 2009 she joined forces with feature film veteran Christine Haebler as a producing partner. Collectively, our productions have screened at Cannes, Berlin, Sundance and Toronto film festivals and have received awards and nominations from the Toronto International Film Festival, the Independent Film Festival of Boston, Hot Docs, Mill Valley Film Festival, Banff Television Festival, The Leo Awards, The Genies and The Gemini Awards.

Our latest feature film ***Hector and the Search for Happiness***, is a \$15.4 M German co-production with Egoli Tossell directed by Peter Chelsom (*Shall We Dance, Funny Bones*), which premiered as a Special Presentation at TIFF 2014. The film stars Simon Pegg, Rosamund Pike, Stellan Skarsgaard, Toni Collette, Jean Reno & Christopher Plummer. Released in the US by Relativity.

Screen Siren Pictures has produced five feature films including first-time director Max McGuire's ***Foreverland*** starring Max Thieriot, Sarah Wayne Callies, Juliette Lewis and Demian Bichir. In 2010, we produced Michael Goldbach's ***Daydream Nation*** starring Kat Dennings, Reece Thompson, Andie McDowell and Josh Lucas. In 2009 Trish produced ***Year of the Carnivore*** by writer/director Sook-Yin Lee. Both ***Daydream*** and ***Carnivore*** were selected by the Toronto International Film Festival to open the Canada First! Section. In 2005, Trish produced ***The Score*** by director Kim Collier and in 2001/2002 she produced Keith Behrman's multi-award winning ***Flower & Garnet*** that premiered at TIFF, Berlin and won the Claude Jutra.

Screen Siren Pictures has also produced more than ten award-winning documentaries and factual series: ***Britannia Beach***, Michael Mason's ***The Friendship Village***, the Gemini-nominated ***Drawing Out the Demons: A Film About the Artist Attila Richard Lukacs***, the four part Gemini nominated documentary series ***Girl Racers, Breaking Ranks, Reservation Soldiers*** and most recently ***Eco-Pirate the Story of Paul Watson***, a multi-award winning feature documentary directed by Trish Dolman. On the TV side, we have produced ***CLUE*** a five-part, live-action, miniseries event the aired on The Hub Television Network and ***Luna: Spirit of the Whale***, a TV movie for CTV. We have also completed several international treaty co-productions, including the Banff Rockie nominated ***Ice Girls*** and Mark Cousin's ***The First Movie***, a UK/Canada co-production which was nominated for a 2010 Banff Rockie for Arts Documentary and won the prestigious Prix Italia. Currently Screen Siren Pictures has a slate of feature films in

development backed by Telefilm Canada, HGF, Creative BC and COGECO. Series in development: *Tuff City* with CBC, *The Catastrophist* in development with the BBC, to be a UK/Canada co-production Airing in 2017 is *Canada in a Day* a crowd sourced feature documentary in development with CTV. Slated for production is *The New Corporation*, a sequel to Mark Achbar and Joel Bakan's *The Corporation*, the most successful documentary in Canadian history funded by Superchannel, CMF POV, Telefilm, Rogers and Blue Ice, *Indian Horse* with Elevation Pictures and *The Keeper* with Entertainment One.

Screen Siren Pictures continues to build its operation and strengthen its reputation, and is committed to being a leader in the production of Canadian film, television and new media.

Profile: Switch United (Digital Agency)

Switch United is a digital innovation company working with leading entertainment and technology visionaries to bring their properties to web, mobile, and emerging platforms. With strong graphic design roots that go back to 1984, and digital branches that have extended internationally since 2000, the studio has always known how to tell a good story, leading with content strategy and concept, then harnessing the technologies and platforms that will deliver in a way that is compelling, memorable and relevant to each target market.

Early success with projects such as incubating the ground-breaking online manga novel *Broken Saints* (Sundance Online Festival 'Audience' winner) and working with CBC and Chris Haddock on the celebrated drama series, *Intelligence*, put Switch United on the map internationally, and the studio became known for its multi-disciplinary team passionate about great storytelling across mediums.

Whether creating a 110 ft. long sensor-based 'story wall' for the 2010 Winter Olympics, or working with Omnifilm for seven seasons of online extensions for the factual series, *Ice Pilots NWT*; collaborating long distance with an Oscar nominated Kabul filmmaker for the National Film Board Interactive production *Portraits of Kabul*, or taking 100 years of Canadian football and making it all come alive online for TSN, wherever there is an opportunity to extend a narrative to multiple platforms, engaging audiences more deeply, Switch United is in our element.

Switch United has recently built the platform and created all digital design and implementation for *Canada In A Day*, a user generated campaign that had over 16,000 Canadians submit video chronicling their lives on a single day, September 10, 2016. This documentary will air on CTV network on June 25th, 2017.

Finance Strategy for Women in a Day (Women’s Day Live Ignite)

An Iconic Brand has a once in a lifetime historic opportunity to position itself in the forefront of advancing the leadership role of women in the world today. This draft budget is for the digital film. Sponsors media package will be created. PBS Broadcast for Women’s History Month: Prestigious Presenting partner - Thirty Seconds for the Opening and Closing.

Any investment strategy today is to invest in brands that have national and global expansion capability. Sponsors will hold first rights for 3 years.

<input type="checkbox"/> Exclusive Global Presenting Partner	\$ 2.0 - 2.5 Million
<input type="checkbox"/> Platinum Sponsors	\$ 1 Million
<input type="checkbox"/> Gold Sponsors	\$ 500 K
<input type="checkbox"/> Bronze Sponsors	\$ 250 K

PHILANTROPY

Co-Founder	\$ 1,000,000
Visionary	\$ 500,000
Champion	\$ 250,000
Trailblazer	\$ 100,000
Activist	\$ 50,000
Advocate	\$ 25,000
Change Maker	\$ 10,000
Braveheart	\$ 5,000

Be a Visionary. Become a Charter Member. \$100 K + Donors are members of the Visionary Founders Circle. Co-Executive Producer Credit: \$250 K on.

A 501C Charitable Tax Receipt is available from our Fiduciary Partner, the CPTV PBS Network in the U.S. and the MATCH Fund in Canada.



Lili Fournier is a remarkable producer who brings her passion to subjects that touch people's lives. Having worked with her for well over a decade, Lili's sensitivity to the emotional impact of her work is matched by her precision in developing projects which meet with great appreciation by public television programmers and audiences alike. I urge you to support her work.

Larry Rifkin
Former Programming Chief of Connecticut Public Television

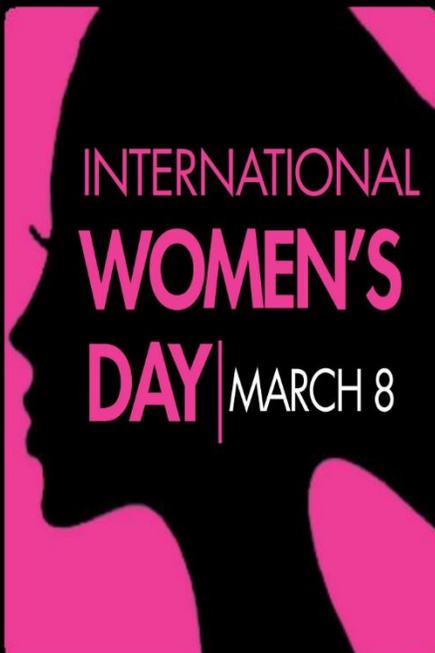
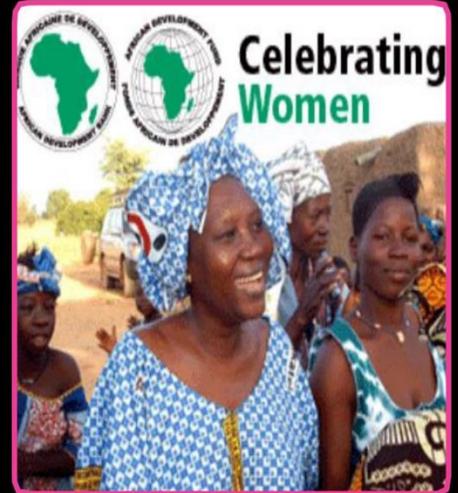


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Archbishop Desmond Tutu
Women’s Day Live Patron
Seize the opportunity to make poverty history by empowering women and girls. Join us for Women’s Day Live.

The mission is to launch a unprecedented global celebration of women on International Women's Day to spark a global movement to empower women and girls



On International Women's Day

"Listening to the Women of Africa"

March 8th, 10am EST
LIVE from Mombasa, Kenya!



International Women's Day celebrated in 100 countries. On this day **women's vital voices** will ring out around the world.