



EMPOWER WOMEN | MAKE POVERTY HISTORY

WOMEN'S DAY LIVE

A GLOBAL HUMANITARIAN CAMPAIGN

FEED THE WOMEN & CHILDREN



THE WORLD'S **MUSIC STARS**

Open the heart of humanity to the plight
of women and children in this devastating
Global Humanitarian Crisis

HEART IN ACTION
WORLD'S BIGGEST
GIVING DAY



Women's Day Live Virtual Benefit Concert

An All-Star line up of Artists join together in a historic multi-platform concert to help feed hungry children and their families.

We will harness the power of music, celebrity, and technology to galvanize a united global effort to combat hunger which is sweeping the world with catastrophic impact.

Imagine a live global mega-shed entertainment extravaganza – with performances from International Artists streaming in from around the world. People all over the world join in this 'global campfire' to play music for change and lend a helping hand.

Women have been hit by a devastating force by COVID 19. The need for Humanitarian Aid is urgent and tragic.

A Heart in Action Global Humanitarian Campaign

**FEED THE WOMEN
& THE CHILDREN**

**ALL-STAR
BENEFIT CONCERT**

**MAY 9th, 2021
MOTHER'S DAY**

This day is celebrated in 50 countries.



[Watch the video >>>](#)

Celebrate a Historic Milestone for Women

Vice President Kamala Harris made history on the Centennial of Women in America winning the right to vote 100 years ago. Join us to also celebrate World Leaders recent pledge at the UN - Equality for Women by 2030

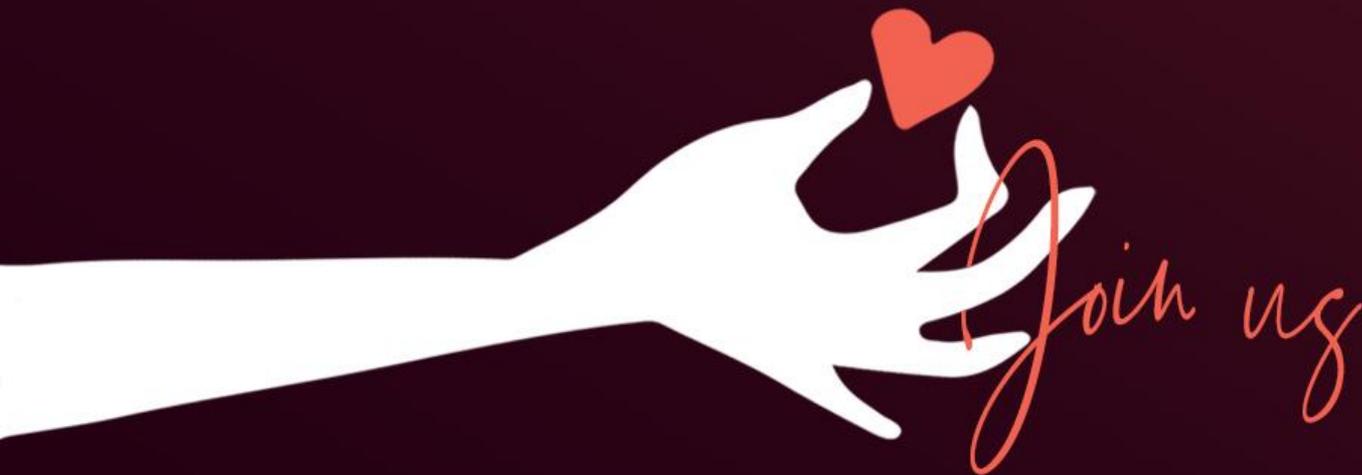
Women are facing an unprecedented economic crisis worldwide and in America, where nearly two and half million women have left the workforce since COVID-19 began.

Kamala Harris said “Women Are Facing A National Emergency...that demands a national solution. Our economy cannot fully recover unless women can participate fully.” Women’s progress is being pushed back a generation.

Our Mission is to inspire Bold Leadership to help accelerate unprecedented levels of investment in women’s economic empowerment. This Global Humanitarian Campaign will help scale innovative globe-spanning philanthropy.

Women’s Day Live is history in the making.

CONNECTING THE WORLD TOGETHER



MAKE MOTHER'S DAY THE BIGGEST GIVE BACK DAY OF THE YEAR!

Biggest Shopping Day. Alibaba did with Singles Day in China, grossing 74 billion this past November.

Support Humanitarian Relief; [Feeding America](#), Womens Grassroot Funds.

All NGO's can use our Heart in Action Fund-Raising Toolkits, Platform and Campaigns.

**VIRTUAL SUMMIT
BENEFIT CONCERT**

TELETHON – SWEEPSTAKES – AUCTIONS – STORIES OF US – RISE UP CHALLENGE



Innovative Globe Spanning Philanthropy

An upbeat live Telethon in Hollywood will showcase the best events from around the world to inspire us to give boldly and generously.

We can galvanize the Biggest Give Back Day. Let's make Philanthropic History.

A SOCIAL NETWORKING BONANZA!

Mobile will play a huge role. We opened talks with the GSMA, for the world's 750 mobile providers to help mobilize a robust worldwide mobile fund-raising campaign for Humanitarian assistance. This is a historic first.

GLOBAL ENGAGEMENT.
GLOBAL CONNECTIVITY.

VIRTUAL GALA &
Téléthon
LIVE FROM HOLLYWOOD

Digital Party Festivals from Around the World

ON MOTHER'S DAY





Music will bring the Heartbeat of the world together.

A GLOBAL MULTI-NETWORK BROADCAST ACROSS ALL MEDIA PLATFORMS

WDL will inspire Virtual concerts/telethons in multiple nations, for a live multi-screen tie in. Charities can use our branding, fund-raising platform and campaigns to engage in creating a GLOBAL-MULTI CHANNEL UNIVERSE.

Live Aid was one of the most important humanitarian events, establishing the power of music to unite people in a common cause. The broadcast was seen in 110 countries, and 40 of these nations held telethons during the broadcast.

THIS IS LIVE AID WOMEN. GLOBAL REACH. LOCAL IMPACT.

Join us in a global campfire to share our common humanity, hopes and dreams for the future. What will you do?

Put Your Heart in Action.

THE WORLD IS OUR STAGE

**THE WORLD IS
A GLOBAL VILLAGE**

Charities Face an Unprecedented Challenge

**WALK, SING, DANCE,
PLAY MUSIC FOR CHANGE**





AMERICAN WOMEN ROCK THE WORLD

IS WOMEN'S LEADERSHIP PREPARED TO HELP ACHIEVE AN EQUAL FUTURE IN A COVID-19 WORLD?

Millions of women are being pushed into poverty. They are facing extreme hardships. Now is the time for Bold Action. American Women have the power to call on leaders to put women at the heart of the International Development Agenda.

THE NEED IS URGENT. This moment of great economic crisis offers an opportunity to mobilize a global campaign for unprecedented investment in women's economic empowerment. We invite your visionary leadership with the greatest urgency to step up and help.

IT IS TIME TO HERALD A NEW ERA FOR THE WORLD'S WOMEN

HONORING THE GREAT WOMEN IN AMERICAN HISTORY

This spectacular event will celebrate Women's leadership and courageous trailblazers, all wrapped around live music from the world's most treasured performers.

We will celebrate legendary women from history and now fueled by powerful stories of progress in the fight for freedom, racial and economic justice and equal opportunity.

Join us for an Epic Mother's Day Celebration. We will pay tribute to American Women as the great defenders of freedom and democracy, especially African American women who played a pivotal role.

CELEBRATE THE POWER OF DIVERSITY, INCLUSION AND EQUALITY





EMPOWER WOMEN | MAKE POVERTY HISTORY

WOMEN'S DAY LIVE

Lili Fournier is the founder of **Women's Day Live**. She is a passionate advocate for women and children. Producer, Director and Host of the award-winning Quest series of specials which aired on PBS for over a decade. Featuring visionary leaders from the Dalai Lama, Peace Laureate Desmond Tutu, Sir Richard Branson, Steven Covey, to Jane Goodall et al. She Executive Produced the "Universal By My Spirit Concert" a historic 500 Year Commemoration of the Expulsion of the Jews from Spain. Placido Domingo, Zubin Mehta, the Israel Philharmonic, in the presence of Queen Sofia of Spain.

Contact: Lili Fournier | lili@womensdaylive.com | 416 410-4434

Mark Poncher is the Executive Producer. He is COO of Empire Entertainment, who will produce. [See Virtual Events Deck](#).

He has served as the Executive Producer of the Clinton Global Initiative conferences worldwide since 2006. He was Head of Production for the Baku 2015 European Games Ceremonies. Executive Producer of the 2014 and 2015 Rose Parade Opening and Closing Spectaculars and Ceremonies for the 2015 Special Olympics World Games in L.A. and more including Olympic Ceremonies in London.

Louis J. Horvitz is one of the most accomplished directors in the Top-Gun field of live television event broadcasting. Winner of 7 Prime Time Emmy's, he has directed "The Annual Academy Awards" telecast a record 12 times, the Golden Globes ten times, and the Grammy Awards 9 years running. Primetime Emmy Awards" a total of 17 times, the "The Kennedy Center Honors" for 22 years. The "American Film Institute (AFI) Life Achievement Award" tributes a total of 31 times.

We Invite the World's leading digital music players, World Business Council, the World's Banks, Governments, Corporate Leaders, Technology, Media and Entertainment companies and NGO's to join a global consortium for International co-operation and urgent action to respond to this Global Humanitarian Crisis. 270 million people are hungry or suffering from starvation worldwide. [Feeding America](#) was 800 billion meals short months ago.

THE TEAM

Television Special Overview

- International Broadcast version and PBS special version
- Livestream International performances from around the world
- Celebrity Activists, Music Performances, and Visionary Leaders
- Iconic settings from Seneca Falls to Independence Hall
- Celebrate and feature Historic Milestones for Women
- Branded Content and Global Audience Engagement
- Join a Heart in Action Team. Competitions. Cash Prizes.
- Heart in Action Philanthropy tie in to support Humanitarian Aid



THIS VIRTUAL GLOBAL CAMPFIRE IS HISTORY IN THE MAKING

Women's Day Live Virtual Benefit Concert
INTERNATIONAL MUSIC PORTAL

Mother's Day Celebrations

Multi-Screen Digital Performances from Countries around the world

Musical Performances and Visionary Speakers

From Iconic Settings and at Home Experience

FUND-RAISING STREAMATHON FROM HOLLYWOOD

STATE OF THE WORLD'S WOMEN VIRTUAL SUMMIT

Livestream Thought Leadership Plenary Sessions

Global Humanitarian Campaign Continues

JOIN THE PARTY

WILDLY VIRAL CROSS MEDIA PLATFORM INTEGRATION

Celebrations across the U.S., Canada and the World
for a Live Multi-Screen Experience

ACHIEVE THE POTENTIAL OF THE DIGITAL REVOLUTION

- Mother's Day Virtual Benefits and celebrations (50 countries)
- Content for all Digital Platforms: Celebrate legendary Women
- *Behind the Scenes Celebrity Content, Fan Engagement*
- Social Media Engagement with Celebrants Across the world
- Portal. Historical record of music, stories, content, & feeling
- "We are the Women of the World" Anthem to Raise Funds
- A historic snapshot of women at this threshold moment in history.



OUR STORY TELLING PLATFORM WILL GIVE VOICE TO WOMEN ACROSS THE WORLD



AN ALL STAR CANADIAN CONCERT CELEBRATES A HISTORIC MILESTONE FOR WOMEN

WOMEN'S DAY LIVE BENEFIT CONCERT FOR A MOTHER'S DAY CELEBRATION ON MAY 9, 2021.

An All-Star line up of Artists join together in a historic multi-platform concert to help feed the women and the children. Support Women's Funds and Food Banks Canada's campaign to alleviate hunger. Respond to the Rising Need of Canada's Foodbanks. The COVID Crisis has hit women with children especially hard. It has significantly deepened the inequalities and injustices women face in our society.

Opened talks with the Producers of The Stronger Together COVID-19 Star-studded broadcast in 2020 to produce. It shared stories of hope and inspiration to become the biggest multi-platform broadcast in Canadian history in support of Food Banks. StrongerTogetherCanada.ca

On this 50th Anniversary of the Report by the Royal Commission on the Status of women the Canadian Government recognizes the critical contributions women make. It commits to making historic investments in gender equality and the economic empowerment of women.

CANADA TAKES A GLOBAL LEADERSHIP ROLE TO CHAMPION INVESTMENTS IN WOMEN

GIVE VOICE TO WOMEN AND GIRLS

A global co-creation call-out for women & girls to share their stories on ONE day. Winners of 2 minute user-generated global video competition will be in The Women's Day Live – Stories of Us film. The rich cultural diversity and creative expression of women will make cinematic history.

A GLOBAL SOCIAL NETWORKING BONANZA – IGNITE THE POWER OF THE DIGITAL REVOLUTION

We are the Women of the World & Song Demo. Invite world's LEGENDARY stars to record an Anthem and music video to be used for Global Humanitarian Aid, like We are the World did. Launch a Worldwide Competition for women & girls to create their own Best Music Videos.



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



STATE OF THE WORLD'S WOMEN

[HOME](#) ← *click here*

[AGENDA](#)

[STAGES](#)

[AROUND THE WORLD](#)

[CONFERENCES](#)

[LOUNGES](#)

[SPEAKERS/PERFORMERS](#)

A rich online all-encompassing virtual portal, to convene world renowned topic leaders to advance solutions to achieve equality and improve the State of the World's Women.



UNITED
FOR A
BETTER
FUTURE

OUR MISSION: WOMEN'S GLOBAL ECONOMIC EMPOWERMENT

A Bold Global Women's Economic Empowerment Initiative

A 10 YEAR PLAN TO ACHIEVE EQUALITY FOR WOMEN 2030

Galvanize unprecedented levels of investment in women and in educating girls.



Women's 20 Billion Dollar Pledge Fund.

Invest in the Future. Fund micro-finance for women entrepreneurs. Call on Corporate Leaders and the Private Sector to invest. Invite the Equality fund and Grameen Bank to help implement this ten year action plan. Call on world leaders to deliver on their pledges to put billions in Development Aid into the hands of Grassroots Women's Funds where it has greatest impact.

WDL Global Multi-Country Benefit Concert for March 2022. [See older WDL Power Point](#) To be updated.

"Women are the most potent force for global economic growth". The Economist. The time for action is now. If not now, when?

WHY WE ARE NEEDED?

7%

Less than 7% of charity benefits Women and girls. Less than 2% of International Aid goes to women in grassroots.

Women made up 27% of high net worth people in 2010. 12% of Ultra Wealthy.



WOMEN & GIRLS ARE THE WORLD'S GREATEST UNTAPPED SOURCE OF POWER



we invite **YOU** to join us
in making **HISTORY !**



Invest in the Future. Implement 21st Century Solutions

WHAT WE CAN DO NOW

In summation, the Proposed Global Women's Empowerment Initiative Includes:

1. Mother's Day Benefit - Biggest Give Back Day - Heart in Action Global Humanitarian Campaign
2. Women's Day Live Global Multi-Country Benefit Concert - March 8, 2022. Every Future International Women's Day
3. Biggest Shopping Day in the World - Online and Retail Campaigns for 2022.
4. Women's Pledge Fund – Launch a 20 Billion Dollar Micro-Finance Fund for Women worldwide.
5. **Women Move Billions. Keep Promises to Women.** Amplify UN Women's call to world leaders to keep their commitment of Billions pledged in International Development Aid to women's grassroots funds where it is proven to have the greatest impact.
6. **Launch the Women's Digital Advocacy Fund** to increase funding for the GSMA to help bridge the digital divide. By accelerating Digital and Financial Inclusion it will unlock socio-economic benefits for women & \$140 billion mobile market opportunity by 2023.
7. **Give a megaphone to the International Feminist Agenda** initiated by Prime Minister Trudeau. Help expand the **The Equality Fund** of \$300 million dollars to mobilize new capital from key stakeholders to help drive the cultural, economic and political changes required to make global gender equality a reality. Nothing will change without the globe's biggest economic winners on board to drive this era.

Launch a Digital Strategy to Ignite a Global Movement for Women's Economic Empowerment.

Women & Youth are the #1 Opportunity in the World Today

How Big a Market? More than twice the size of China and India combined.

BUILD A VALUABLE GLOBAL ENTERTAINMENT AND HUMANITARIAN FRANCHISE

Women's Day Live offers a powerful convergence of globe-spanning philanthropy and a profitable return on investment. Any investment strategy today is to invest in brands that have global capability and global expansion capability. We can build this Heart in Action Global Humanitarian Franchise and the **Woman's Day Live Festival** to become one of the most popular International Music Festivals in the World every year on International Women's Day. This day is celebrated in over 100 countries. It is a national holiday in 35 countries including China. This sustainable annual global fund-raising and advocacy platform will keep giving back to the future every year.

- **License Brand globally for Women's Day Live Festivals.** A significant opportunity for advertising, ancillary rights, and marketing. **WDL** was offered a Shopping Network curated by Snapdeal in India of products produced by women for women. Incomparable Merchandizing opportunity. Invaluable Digital Assets.
- **Select benefits:** The potential synergies are immense in giving a global brand a superhighway to engage with women and youth worldwide, helping build a global platform to feed live music's global growth; live music streaming, showcase stars and new talent; increase sponsorship and e-commerce revenue with live shopping and global fashion shows; build a global music festival and invaluable data and digital assets. E-Commerce opportunity is exponential. We will use this to help increase charitable capacity.
- **Imagine Women's Day Live Digital Networks.** Global advocacy. Lifestyle. Business. Learning, Financial Services. Shopping. This vertically integrated, diversified, potential global media company for women will be able to maximize the impact of content across worldwide, multiplatform distribution channels, including unparalleled global capabilities to expand the brand into countries worldwide.

Join us help advance women's leadership which is critical to global economic growth, promoting prosperity, stability, and democracy.

The Opportunity for Soft Power Diplomacy is Unprecedented

WE INVITE YOU TO JOIN US IN MAKING HISTORY!

**WORKING TOGETHER IS THE GREAT
HOPE FOR THE FUTURE**



THE CAUSE OF WOMEN AN GIRLS IS THE CAUSE OF THE 21ST CENTURY