



EMPOWER WOMEN • CHANGE THE WORLD

# WOMEN'S DAY LIVE



## ALL-STAR BENEFIT CONCERT & GLOBAL MUSIC FESTIVAL

Live from Toronto, N.Y., Hollywood, Mumbai, Rio, Paris, Berlin, Abu Dhabi, Tokyo & Lagos

### A Spectacular GLOBAL CELEBRATION OF WOMEN

A GROUND-BREAKING HEART IN ACTION GLOBAL HUMANITARIAN CAMPAIGN



**Join the party!**  
World leaders commit to  
achieve gender equality

**A Live Global Mega-Shed Entertainment Event.** Global Engagement. Global Connectivity. Join a historic celebration of the women of the world on International Women's Day. A stunning roster of global artists will electrify millions of music fans worldwide to help give the world's women and girls the future they deserve. This live 18-hour World Music Festival offers the first of its kind live interactive social networking event in world history.

International stars will help spearhead innovative globe spanning philanthropy. "The Heart in Action Global Humanitarian campaign" will launch the Biggest Give Back Movement to lead an ambitious global effort to raise urgently needed funds to feed hungry children and their families.

WDL will harness the power of global media, celebrity and technology to energize a series of real-world events to mobilize a Global Campaign to raise Historic levels of investment in women and girls, taking social networking and activism to a whole new level. Funds raised will go to Children's Funds. Women's Funds & Food Banks.

OUR MISSION IS TO LAUNCH A BOLD GLOBAL WOMEN'S ECONOMIC EMPOWERMENT INITIATIVE

## LET'S MAKE HISTORY

"I am so proud that Toronto is hosting Women's Day Live and I invite cities around the world to celebrate women next



**Kathleen Wynne**  
Former Premier of Ontario, Canada



**Archbishop Desmond Tutu**  
Nobel Peace Laureate  
Women's Day Live Patron



**Lili Fournier**  
Women's Day Live Founder  
lili@womensdaylive.com



**Kim Campbell**  
Women's Day Live Co-Chair  
Former Prime Minister of Canada

"WDL is a bold initiative that can be very effective in mobilizing resources and impact"



## Meet the women of the Americas, India, Africa and the World!

The Women's Day Live Festival will kick off with an Epic Ceremony on women's extraordinary achievements. International Women's Day is celebrated in over 150 countries. Thousands of self-created events take place annually. An upbeat Hollywood and Bollywood Telethon will bring us together in a 'global fireplace' to show we care. Women's and Girls voices will ring out worldwide. Experience International Women's Day celebrations taking place around the world.

**AN EPIC CELEBRATION. ONE FAMILY. ONE FUTURE.** Play music for change. Join a Heart in Action Team. Make an impact. What will you do? See [Women's Day Live Presentation](#).



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

Put your heart in action. Mobile will be huge.

### Globe Spanning Innovative Philanthropy & Investment

Heart in Action Global Humanitarian campaign. The biggest Humanitarian Effort in modern history. A powerful social media activation from global influencers and the GSMA. Imagine! The ecosystem of 750 mobile operators worldwide mobilizing a fund-raising campaign to feed the hungry. This is historic. It's never been done.



### Women's Day Live Festival – 18 Hour Live Stream & Telethon

The Live Hollywood & Bollywood Telethon will showcase Live Events from Around the World.

"Celebrate Her" on International Women's Day. This exciting showcase of music, fashion, and culture will be part of an 18-hour Live Shopping Livestream and Auction to make this the biggest shopping day of the year. Exciting offers from iconic brands. Captivate the world with the largest online shopping day of the year like Singles Day in China.

"Make this the Biggest Give Back Movement. China has seen exponential growth in e-commerce on this day as IWD is a national holiday for women. We can inspire a gift-giving tradition worldwide on International Women's Day as they did. Retailers will donate a % of funds.



### A Bold 10 Year Global Women's Economic Empowerment Initiative Put Women & Girls Front row center on the Global Economic Recovery Agenda

#### \$50 Billion Dollar Pledge Fund to Unleash Women Entrepreneurs

Launch a micro-finance fund modeled after Grameen America. Invite the global community, Governments and the Private Sector to fund this bold initiative. Women are "the most potent force for global economic growth". Unleash the Power of Women Entrepreneurs. Access to capital is critical.

### BOLD & EXCITING WORLD GIRLS' EDUCATION FUND. HEART IN ACTION GIVE BACK

Retailers Contribute a % of Revenue to the WORLD GIRLS EDUCATION FUND. This is a Moon-Shot Moment for Humanity for the International Community to make a commitment to the education and economic empowerment of women and girls. If not now. When?



## WOMEN'S DAY LIVE WORLD EXPO

An Exhibition of Women Entrepreneurs. Toronto. Abu Dhabi. 2025  
A Global Platform for business owners. Showcase Pavilions from Countries worldwide. An Investment Fair for Women to access Capital to grow their business. Huge opportunity to facilitate international trade. Launch TV Series: Women Entrepreneurs Scale and compete for Capital.

### When Women Succeed the World Prospers

**Let's Change the Cultural View of the Value of Women and Girls.**

Or nothing will change.



# CHAMPION THE POWER OF WOMEN & GIRLS WORLDWIDE



Showcase Stories of great achievement and leadership to impart the transformative value of women and girls in global society today.

Live Aid proved the power of music to bring people together for a common cause. It had 40 simultaneous telethons. A united global effort to combat hunger.

The Heart in Action Global Humanitarian Campaign will inspire people worldwide to play music for change and create virtual telethons to help their own charities which are facing unprecedented hardships.

The Times Group, the most powerful media conglomerate in India, agreed to be our media and production partner for [Women's Day Live India](#). The Mayor of Rio offered Copacabana Beach. The Rolling Stones had a concert there for 2 million celebrants! Let's Party.

We can build Women's Day Live, the International Women's Day Music Festival and World Girls Day and the International Girls Day Music Festival to be two of the most popular International Music Festivals in the world. As well as the Heart in Action Global Humanitarian Franchise, that will keep giving back to the future every year. The digital assets will be invaluable.





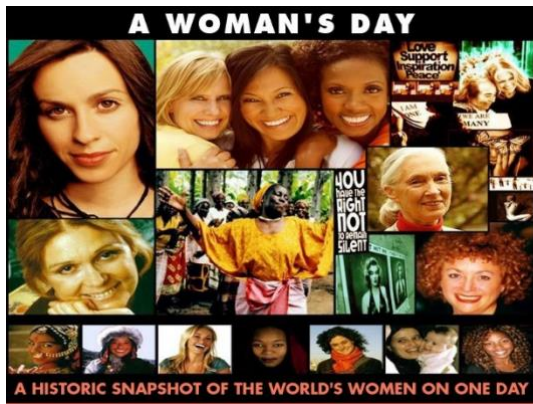
## WOMEN'S DAY LIVE IS A SOCIAL NETWORKING BONANZA

We will use the power of music, celebrity and technology to ignite the Power of Women to lead.

Join or create your own International Woman's Day celebrations in cities around the world, from town squares to dinner parties. Share your live video and mission with the world from wherever you are.

### CALL TO ACTION INTERACTIVE CAMPAIGNS

- Heart in Action Teams join the competition, raise funds, video blog their progress, win big prizes.
- See the rich cultural diversity of women's & girls' stories and achievements from around the world.
- A historical record of music, stories, content, & feeling of Women across U.S.A, India, Canada, and the world.



**A Woman's Day. Stories of Us.** A global co-creation call out invites women & girls to share their story in 24 hours. This global story telling platform will be a snapshot of women in the world today. Let's make cinematic history.

[Change the Name of the Game](#), a feature film will chronicle this mission to inspire the world to rise to this moment in history. Change is coming. Watch out!

### IT'S NEVER OKAY

#### EDGY CAMPAIGN TO COMBAT SEXUAL VIOLENCE

THIS CAMPAIGN WENT VIRAL GLOBALLY! LET'S MAKE IT HAPPEN.

Help launch the It's Never Ok campaign, available in 29 languages. Former Premiere Wynne invested \$50 million to create it. Help create a PSA featuring male stars to advocate respect for women and girls to air worldwide. The World Government of World Religions, offered to help get religious leaders to implement locally.

Invite women & girls to create their own music videos in a worldwide competition like 'Stand by Me'. Result, a global digital music festival giving voice and creative expression to women and girls worldwide!

Imagine the excitement if Barbie, Shania or ABBA was to lead a dance-a-thon and song-a-thon like Just Like a Girl or Dancing Queen live around a global campfire!

WDL has to be ubiquitous. A life memorable universal cultural experience. People stepping up with all the heart, generosity and compassion they can ignite.

### GLOBE-SPANNING PHILANTHROPY & FUND-RAISING

Charities worldwide are facing unprecedented hardship. All countries & charities can use our branding, merchandizing and Fund-Raising Platform.

Run multiple fund-raising campaigns from IWD to Mother's Day, to World Girls Day taking social networking to a new level. If ever there was a time to lend a helping hand it is now.

### GLOBAL MUSIC PLAYERS INVITE HEART IN ACTION

EMPOWER WOMEN. MAKE POVERTY HISTORY.

We invite the Global music players, media and technology platforms to join an ambitious and united global effort to support change & help save lives.

Connected Impact is what the [GSMA](#) and all of us working together can achieve. This first-of-its-kind global digital platform offers a powerful platform for innovation to maximize global engagement and connectivity to help transform the future for the world's women, girls & children.

### BOLD AND EXCITING MULTI-YEAR GLOBAL SOCIAL ACTION INITIATIVES:

End result. Greatly increased Awareness, Impact and Funding for women and girls to achieve our common goal for education, an end to violence, and equal opportunity.

*We invite your visionary leadership to join us in a dynamic partnership to make history.*

[www.womensdaylive.com](http://www.womensdaylive.com)

A PIVOTAL TIME IN HISTORY TO MAKE PROGRESS.





EMPOWER WOMEN • CHANGE THE WORLD

# WOMEN'S DAY LIVE



## HEART IN ACTION

CELEBRATE THE WOMEN OF THE WORLD  
ON INTERNATIONAL WOMEN'S DAY



**"JOIN US IN MAKING HISTORY"**  
*Archbishop Desmond Tutu*



Join the  
movement.  
Put your Heart  
inAction.

**WOMEN'S  
DAY LIVE**



Lili Fournier  
Women's Day Live Founder  
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Archbishop Desmond Tutu Nobel Peace  
Laureate Women's Day Live Patron of  
Blessed Memory