



EMPOWER WOMEN | MAKE POVERTY HISTORY

# WOMEN'S DAY LIVE

**A GLOBAL HUMANITARIAN CAMPAIGN**

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**FEED THE WOMEN & CHILDREN**

A woman wearing a red headscarf with gold embroidery is holding a young child in a green dress with colorful floral patterns. The child has a somber expression. In the background, other children are visible but out of focus. The overall scene is dimly lit, suggesting an indoor or sheltered environment.

**WE ARE  
IN THE CRISIS  
OF THE CENTURY**



# THE WORLD'S **MUSIC STARS**

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



EMPOWER WOMEN | CHANGE THE WORLD

# WOMEN'S DAY LIVE

*Ignite!* 

# Women's Day Live Benefit Concert

## INVEST IN THE FUTURE OF WOMEN & GIRLS

**Music will bring the Heartbeat of the world together.** An All-Star line up of Artists will help feed hungry children and their families. Women and girls have been hit by a devastating force by COVID. The need for Humanitarian Aid is urgent and tragic.

Join a united global effort to combat hunger by calling on world leaders to put women & girls at the heart of Economic Recovery Plans and International Development Aid.

**The International Girl's Day Festival** will celebrate girls worldwide. Help give access to health and education across the world.

Give voice, funds and hope to millions of girls worldwide. Benefit Girls Funds and Food Banks. *Girls Opportunity Alliance Network*, *Plan International*. *Girls Up*. *UNICEF*.

**A Heart in Action Global Humanitarian Campaign**

**FEED THE WOMEN  
& THE CHILDREN**

**ALL-STAR  
BENEFIT CONCERT**

**OCTOBER 24<sup>th</sup>, 2021**  
**International Girl's Day**

*Next! International Women's Day*  
*March 8<sup>th</sup>, 2022*



## INTERNATIONAL GIRL'S DAY FESTIVAL & BENEFIT CONCERT!

### A GLOBAL SOCIAL NETWORKING BONANZA ACROSS ALL MEDIA PLATFORMS

Celebrate and support girls around the world on this 10<sup>th</sup> Anniversary of the International Day of the Girl founded by the UN and Canada.

All Charities can use our branding and fund-raising platform for the **Heart in Action Global Humanitarian Campaign**. A live upbeat Telethon in Hollywood will bring our human family together to support and care for the Girl Child worldwide.

The world's decision makers are meeting at the G20 Summit. We will fuel a powerful coalition to put girls and women's health, wealth and rights at the center of global economic recovery plans. We stand poised at an absolutely revolutionary moment, with a significant and transformational opportunity.

It's time we do the right thing by the world's women and children.

# GIRL'S DAY LIVE! OUR EQUAL FUTURE.

INTERNATIONAL  
DAY OF THE  
**GiRL**

## Charities Face an Unprecedented Challenge

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



# INTERNATIONAL GIRL'S DAY FESTIVAL



**YES WE CAN!**

*You can make such a difference*



## NEXT! International Women's Day Festival

International Women's Day (IWD) is wildly popular. It is celebrated in over 150 countries. Benefit is for Food Banks and Women's Grassroots Funds for real impact.

**A NEW PLATFORM FOR ACTION. THIS IS LIVE AID WOMEN.** Imagine a live global mega-shed entertainment extravaganza –a historic multi-country concert with performances from Artists from around the world. **Live Aid** established the power of music to unite people in a common cause. The broadcast was seen in over 110 countries, and 40 of these nations held telethons during the broadcast.

### Biggest Giving Day. Let's Make Philanthropic History

Make it the Biggest Shopping Day in the World like Alibaba did with the Singles Day in China. They made \$74 billion dollars in 24 hours. This day became the largest physical retail and online shopping day in the world. We will grow this globally for Woman's Day which has seen explosive e-commerce growth in China, were IWD is a national holiday.

**WOMEN'S DAY LIVE (WDL)** offers innovative globe-spanning philanthropy to build a sustainable annual fund-raising and global advocacy platform to align women's voices, power and leadership. Women's progress is being pushed back a generation. We cannot let this happen. We need Bold Collective Action now. We are stronger together.

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

**We Stand United for a Better Future.**

HEART IN ACTION  
WORLD'S BIGGEST  
GIVING DAY





## Lead Digital Innovation: Globe Spanning Philanthropy

**Mobile will play a huge role.** This is a Social Networking Bonanza! We met with the [GSMA](#), which represents the Worldwide Mobile Communications industry. They think the idea of “a global event is fantastic ...To use mobile for micro donations through a carrier...is really a stroke of brilliance!”. “It could be a ground-breaking event”.

Imagine! The opportunity to mobilize a global mobile micro fund-raising campaign with the world's 750 mobile providers to help feed the hungry would be positively historic.

Real Money can be Raised. Must Present to the GSMA leadership to engage participation. Showcase Campaign at [MWC.com](#) L.A. in October. Prepare the launch for March.

**Lead the Digital Revolution in Innovation.** This unprecedented global connectivity can give us powerful tools to build a robust Heart in Action Global Humanitarian Campaign and global advocacy platform.

**Investing in Digital Infrastructure could make incredible impact.**

GLOBAL ENGAGEMENT.  
GLOBAL CONNECTIVITY.

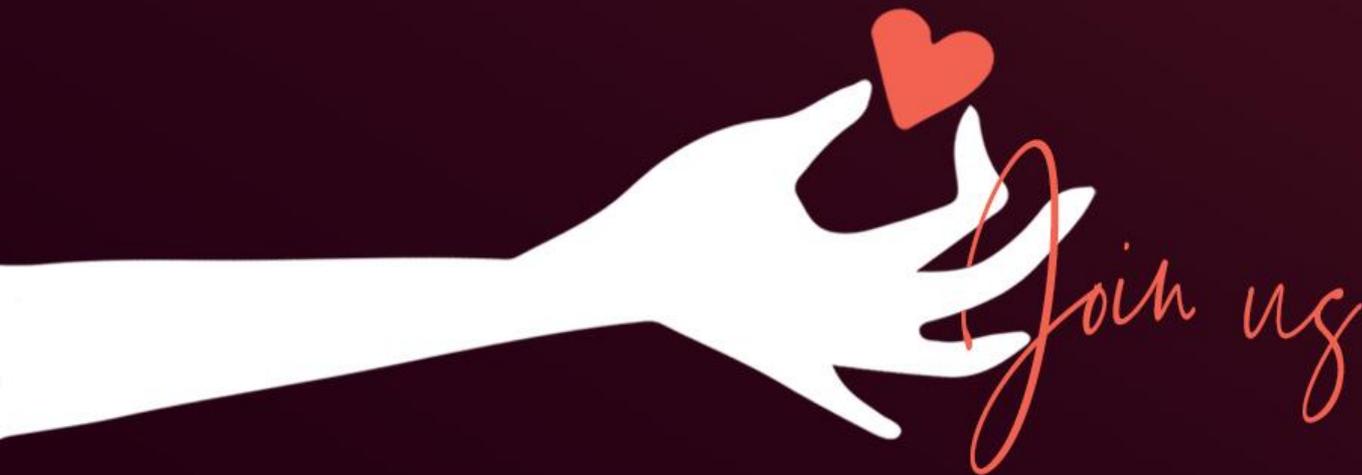
VIRTUAL GALA &  
**Téléthon**  
LIVE FROM HOLLYWOOD

Digital Party Festivals from Around the World

**ON INTERNATIONAL  
WOMEN'S DAY**



# CONNECTING THE WORLD TOGETHER



ENERGIZE THE WORLD FOR THE BIGGEST GIVE BACK DAY

Global Fashion Shows. Telethons. Live Shopping. Self-Created IWD Celebrations.

Support Humanitarian Relief; Food Banks, [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**



# AMERICAN WOMEN ROCK THE WORLD

## THE WOMEN AND CHILDREN ARE CRYING OUT

“Women are facing an unprecedented economic crisis in America (and worldwide) which requires a national solution, as our economy cannot fully recover unless women can participate fully”, stated Kamala Harris. We invite your visionary leadership with great urgency to help give women the resources to save themselves.

This Crisis of the Century offers an opportunity to mobilize a global campaign for unprecedented investment in a bold 10 Year Global Women’s Economic Empowerment initiative.

**Women are the Most Potent Force for Global Economic Growth**

**The time for action is now. If not now, when?**

# OUR MISSION: WOMEN'S GLOBAL ECONOMIC EMPOWERMENT

## A Bold 10 YEAR PLAN TO MEET THE SDG's AND HELP ACHIEVE EQUALITY FOR WOMEN 2030

Galvanize unprecedented levels of investment in women



### Women's Pledge Fund - 20 Billion Dollars

Mobilize A Robust Micro-finance Fund for women entrepreneurs around the world. Model Grameen America's bank which has had enormous success with implementing micro-finance funds in the U.S.

Our mission is to mobilize new capital from key stakeholders to help drive the cultural, economic & political changes required to make progress a reality.

Keep Promises to Women. Put billions pledged in International Development Aid into the hands of Grassroots Women's Funds where it has proven impact.

WDL Global Benefit Concert for March 8, 2022. [See older WDL Power Point](#) Being updated.

#### 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.



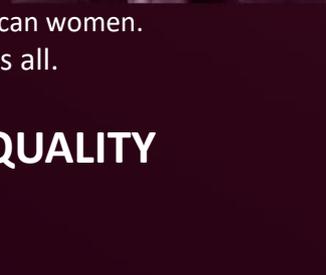
WOMEN & GIRLS ARE THE WORLD'S GREATEST UNTAPPED SOURCE OF POWER

# HONORING GREAT WOMEN IN HISTORY TO NOW

Join us for an Epic Women's Day event to Celebrate remarkable women who are blazing a trail.

Wrapped around live music, this spectacular event will pay tribute to courageous trailblazers, women who have impacted the world, and been great defenders of democracy. Especially African American women. These powerful stories of progress in the fight for freedom and human rights will inspire us all.

**CELEBRATE THE POWER OF DIVERSITY, INCLUSION AND EQUALITY**





# ALL STAR CANADIAN CONCERTS CELEBRATE A HISTORIC MILESTONE FOR WOMEN & GIRLS

**INTERNATIONAL GIRL'S DAY FESTIVAL & BENEFIT. OCT. 24, 2021 (IGD) CELEBRATE GIRLS ON THIS HISTORIC 10<sup>th</sup> ANNIVERSARY CELEBRATION of the International Day of the Girl.** [Plan Canada](#), with support from Canada created The International Day of the Girl at the UN in December 2011. Support the youth-led movement for children's rights and equality for girls. Canada lights up its buildings in pink in cities across the country on Oct. 11<sup>th</sup> when IGD is celebrated annually.

**WOMEN'S DAY LIVE BENEFIT CONCERT (WDL) March 8, 2022.** An All-Star line up of Artists join together in a historic multi-platform concert to help feed the women and the children. Support [Food Banks Canada's](#) campaign and Grassroots Women's Funds. Much like the [Stronger Together COVID-19](#) Star-studded concert in 2020, which was the biggest multi-platform broadcast in Canadian history. See [Covid-19 Impact Report](#)

Women and girls are facing an economic crisis and rising violence. [The Canadian Government](#) made a historic investments in gender equality with its Feminist Agenda putting women at the heart of its International Development program inviting other world leaders to follow suit.

**CANADA TAKES A GLOBAL LEADERSHIP ROLE TO CHAMPION UNPRECEDENTED INVESTMENT IN WOMEN & GIRLS**

# Television Special Overview

- **A MULTI-NETWORK BROADCAST ACROSS ALL MEDIA PLATFORMS**
- National Broadcasts and International Broadcast versions
- Livestream International performances from around the world
- Celebrity Activists, Music Performances, and Visionary Leaders
- Feature creative expression worldwide. Songs, Music Videos. Stories.
- 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**

2 INTERNATIONAL MUSIC FESTIVALS

International Girls Day Festival and Benefit Concert

Women's Day Live Benefit Concerts

*International Day of the Girl Celebrations*

*International Women'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

Lucian Grainge's words

to the world apply

*"bringing to the world something powerful, inspiring, uplifting,  
and yes, universal: music.*

*A force for good unlike any other in the world. "*

Thank you for your vision and support.

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

- International Girl's Day Festival and Benefit Concert
- International Women's Day celebrations and benefit worldwide
- Content for all Digital Platforms: Celebrate legendary Women
- *Behind the Scenes Celebrity Content, Fan Engagement*
- Social Media Engagement with Celebrities 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 & girls at this threshold moment in history.



STORY TELLING PLATFORM TO GIVE VOICE TO WOMEN & GIRLS ACROSS THE WORLD



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. She appeals to your vision and heart to respond to this Global Humanitarian crisis. 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 TV production of the "Universal By My Spirit Concert" a historic 500 Year Commemoration. Placido Domingo, Zubin Mehta, Queen Sofia of Spain.

Contact: Lili Fournier | [lili@womensdaylive.com](mailto: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" a record 12 times, the Golden Globes 10 times, and the Grammy Awards 10 years. 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 Banks, Governments, Corporate Leaders, Technology, Media and Entertainment companies and NGOs to join a consortium for a united global effort to combat global hunger which is sweeping the world. Antonio Guterres said the world is starving for "international co-operation". [Feeding America](#) was 800 billion meals short last year.

# THE TEAM



**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.

# STATE OF THE WORLD'S WOMEN



UNITED  
FOR A  
BETTER  
FUTURE

# 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



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



## 2022 is the Year of the Global Woman. Implement 21<sup>st</sup> Century Solutions

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

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

**In summation, the bold Global Women's Economic Empowerment Initiative Includes:**

- 1. Girl's Day Live** – Oct 24<sup>th</sup>, 2021. 10<sup>th</sup> Anniversary International Girl's Day. G20 Call to Action.
- 2. Women's Day Live** Global Multi-Country Benefit Concert - March 8, 2022. Every International Women's Day in the future.
- 3. Biggest GIVE BACK DAY.** 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. Model Grameen America.
- 5. Keep Promises to Women.** Invite nations to deliver on Billions pledged in International Development to Women's Grassroots Funds
- 6. Launch the Women's Digital Advocacy Fund** to help bridge the digital divide. By accelerating Digital and Financial Inclusion it will unlock socio-economic benefits for women & girls and a \$140 billion mobile market opportunity by 2023.
- 7. Mobilize a Global Campaign for a 10 Year Global Women's Economic Empowerment Initiative.** Nothing will change without the globe's biggest economic winners to help drive this new era.

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

# BUILD 2 GLOBAL ENTERTAINMENT BRANDS AND A 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 the **Woman's Day Live Festival** and the **International Girl's Day Festival** to become two of the most popular International Music Festivals in the World that keep giving back to the future every year. This is a legacy that will outlive us all. Unprecedented opportunity for national and global advocacy.

- **License International Girl's Day Festival and Women's Day Live Festival brands.** We will create a Shopping Channel with live shopping and global fashion shows, auctions and telethons on March 8, 2022. A significant opportunity for advertising, ancillary rights, and marketing. Invaluable Digital Assets. Merchandizing opportunity. Make IWD the biggest shopping day in the world to help increase charitable giving to women's and girl's Charities. Gift giving custom on IWD in China has seen exponential e-commerce growth. We can spread this worldwide.
- **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 revenue. The E-Commerce opportunity is positively powerful. **WDL** was offered a Shopping Network curated by Snapdeal in India of products produced by women for women.
- **Grow International Girl's Day & Women's Day Live Digital Networks.** Lifestyle. Business. Learning, Financial Services. Shopping. Advocacy. This vertically integrated, diversified, potential global media company for women and girls 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.



**ACCELERATING PROGRESS FOR EQUALITY BY 2030**

**It is critical to global economic growth, promoting prosperity, stability and democracy.**



# 2022. THE YEAR FOR WOMEN

## IT'S NEVER OKAY

### Expand Action Plan to Stop Sexual Violence Against Women



**Horroric Rise of Violence.** Help implement the **It's Never Ok** campaign worldwide. Former Premiere, Kathleen Wynne invested \$50 Million to create it. The Never Okay Action plan is available in [27 languages](#).

213 million women & girls were abused this past year. This means that it's considerably worse. The shocking numbers are growing. I have been presenting this opportunity for years and no one acts. Why? So we must.

#### EDGY CAMPAIGN COMBATting SEXUAL VIOLENCE GOES GLOBAL

Invite visionary leaders to implement this effective initiative in their communities. We will create a PSA featuring world renown male stars, Champions for Equality, who advocate dignity and respect for women. The President of the World Government of World Religions, Audrey Kitagawe offered to help spread and garner support from community and world religious leaders. We were offered tens of millions in free media remnants worldwide for the PSA to air consistently. The Dalai Lama's Secretary said he would also support the initiative once he sees traction. Unless we take collective action now, nothing will change.

### A POWERFUL TIME IN HISTORY...

TO CHANGE THE CULTURAL VIEW OF WOMEN AND GIRLS VALUE

*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 21<sup>ST</sup> CENTURY