



MARCH 8
2021
INTERNATIONAL
WOMEN'S DAY

**ALL-STAR
BENEFIT CONCERT**
A HEART IN ACTION GLOBAL HUMANITARIAN CAMPAIGN

Live from Toronto, Beijing, Mumbai, Paris, Berlin, Hollywood/N.Y.
LIVESTREAM CELEBRATIONS AROUND THE WORLD.

We are poised to produce the **Women's Day Live Multi-Country Virtual Benefit Concert (WDL)** to help **Feed the World** in response to this devastating global humanitarian crisis. Women's Day Live will broadcast worldwide on March 8th, 2021, on International Women's Day. The award-winning director of 7 Prime Time Emmys, Louis J. Horvitz (Oscars, Grammy's, Live Aid) will be at the helm.

The world's legendary stars from Hollywood to Bollywood will help launch the **Heart in Action Global Humanitarian campaign** to open the heart of humanity to help feed hungry children and families.

All Cities, countries and NGOs can do their own **Women's Day Live Festival** satellite events with our branding, merchandizing, fund-raising tools and campaigns to support local or national charities. The need is urgent and tragic. By years end 300 million people will be on the cusp of starvation.

Beneficiaries will be the World Food Program, [Feeding America](#), [UN Women](#), et al. Women Aid International will be an umbrella fund to distribute funds to Women's Grassroots Funds globally.

Your support is vital to achieve this ambitious global effort to help the [World Food Program](#), which just won the Nobel Prize for Peace, to combat global hunger which is sweeping the world with devastating impact. [See WDLPP Presentation](#) The Global Heart in Action campaign will be the World's biggest Give Back Day. A historic Humanitarian fund-raising event.

Innovative Globe spanning Philanthropy

HEART IN ACTION GLOBAL HUMANITARIAN CAMPAIGN MARCH 8, 2021

We will create the **Biggest Give Back Day and the Biggest Shopping Day in the world** as Alibaba did on Singles Day in China. Earning 30 billion in 24 hours. **WDL** offers global engagement. Global connectivity.

A global social networking bonanza! We will work with the GSMA, all the world's mobile providers and the World Food Program "to galvanize a robust worldwide mobile fund-raising campaign to feed the world and help accelerate financial services for Humanitarian assistance."

Women have been hit with devastating force by COVID-19. Live Aid was one of the most important humanitarian events in the 20th century, establishing the power of music to unite people in a common cause. The broadcast was seen by 1 billion viewers in 110 countries. 40 of these nations held telethons during the broadcast. WDL will help achieve the potential of the digital revolution.



WDL offers un-precedented convening power for collective action. WDL will harness the power of global media, celebrity and technology to bring the heartbeat of the world together to help galvanize a united global effort to Feed the World.

World leaders, NGOs, Corporate, Technology and Global media platforms, the Music & Entertainment industry, and the world audience are invited to step up to help. Antonio Guterres at the UN said, "there is a hunger in our world for international co-operation".

Women's Day Live will use the power of music to bring a unifying day to humanity, to celebrate diversity, inclusion and equal opportunity. A new vision of hope for the future.

We have less than 5 months to produce a global entertainment extravaganza – with live satellite concert events, starting from Beijing, to Mumbai, London or Paris, Berlin, to Toronto, N.Y. with

a live telethon in Hollywood tying it all together with an up-beat call to action to put your heart in action. The Women's Day Live Festival is scalable. The world will experience a global campfire, with a meaningful multi-screen experience. An International Broadcast version will air worldwide.

Womens Day Live's innovative new approach to global spanning philanthropy can create a sustainable model of international development which could aggregate billions to become the largest education, and women-focused grassroots fund in the world.

Implement 21st Century Solutions

5 THINGS WE CAN DO NOW

10 YEAR Bold Global Women's Economic Empowerment Initiative.



A \$20 Billion Women's Pledge Fund- Micro-Finance

A Humanitarian Development Agency and Micro-Finance Bank to provide capital to women in business, to help women entrepreneurs build better futures.

Set up Billion or two-Billion Dollar Micro-Finance Funds in various countries, to work with the Women's Grassroots Funds and the World Bank. Invite Grameen Bank to help institute best practices.

WOMEN MOVE BILLIONS. WORLD LEADERS KEEP PROMISES TO WOMEN'S FUNDS

Spearhead a global call to action to invite world leaders to keep their commitment of Billions pledged in Development Aid and invite the private Sector to step up to invest in the Women's Pledge Fund.

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

1. Women's Day Live Benefit Concert - March 8, 2021. Every International Women's Day
2. Biggest Give Back Day in World History - Heart in Action Global Humanitarian Campaign
3. Biggest Shopping Day in the World - Online and Retail Campaigns
4. Women's Pledge Fund - 20 Billion Dollars in Micro-Finance for Women worldwide.
5. Invite Corporate leaders commit to .3% revenue to Women's Pledge Fund and Education for Girls
6. **Women's Day Live** - Stories of US film – give voice to women worldwide on one day
7. Girl's Day Live Benefit Concert - October 11th, 2021. International Day of the Girl
8. AN ANTHEM FOR HUMANITARIAN AID – WE ARE THE WOMEN OF THE WORLD. It's ready.



Amplify UN Women's Global Call to Action for Women's Economic Empowerment. The real impact comes from harnessing the power of global media for a united global effort. The World Bank said they are very inspired by WDL, which will help them with Finance Ministers to keep their pledges to women. If we can work from the grass-roots up and they work from the top-down we could actually see change happen.

LET'S TURN ACTION INTO IMPACT

A BOLD AND EXCITING GLOBAL WOMEN'S EMPOWERMENT INITIATIVE

CELEBRATE TWO HISTORIC MILESTONES FOR WOMEN

WORLD LEADERS PLEDGE EQUALITY FOR WOMEN BY 2030 at the UN Assembly Sept. 2020.

Celebrate the Centennial of American Women winning the vote. To Victory. [SEE TV Special](#)

Join us March 8, 2021 for the **Women's Day Live** Multi-Venue Benefit Concert to celebrate women's leadership around the world. Empower women. Make poverty history.

WOMEN'S DAY LIVE will harness the power of global media, celebrity and technology to create a sustainable fund-raising platform to build one of the most popular International Music Festivals in the world, that keeps giving back to the future every March 8th, on International Women's Day.



Canada Champions Women and the World Food Program

Prime Minister Trudeau made a historic investment in Women's Grassroots Funds when he hosted the G7 Summit in 2018. G7 Leaders pledged to put women at the heart of their International Development agenda.

Less than 2% of funding makes it to women in the grassroots, where it makes the most impact. Katie Telford, Chief of Staff for Prime Minister Trudeau supports the **WDL** vision.

Canada's visionary leadership can help lead a movement for International co-operation during this Global Humanitarian Crisis to Feed the World and to implement a 10 Year Global Action Plan.



A GLOBAL CALL TO ACTION. YES. WE CAN. EQUALITY FOR WOMEN BY 2030.

Let us leverage this annual event to generate billions for Humanitarian Aid and Micro-finance.

Select Benefits. The Cause of women and girls is the cause of the 21st century.

Music has always been at the heart of every social movement. We can build the Heart in Action Campaign into a global humanitarian franchise and **Women's Day Live** and **Girl's Day Live** into two of the most popular International Music Festivals that keep giving back to the future. Invaluable digital assets.

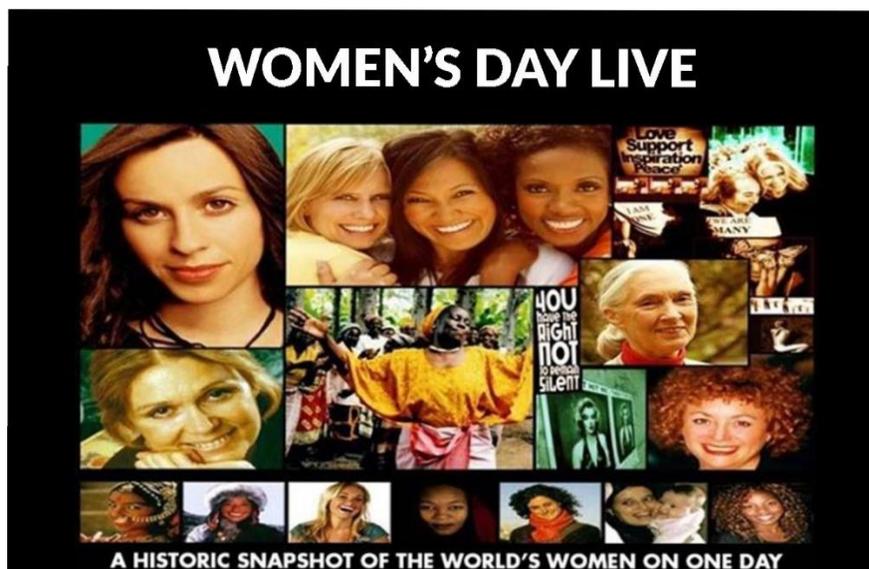
International Women's Day (IWD) is widely celebrated in over 100 countries annually. It is a national holiday in China for women, where gift-giving and online shopping has seen exponential growth on this day. It is also a national holiday in 34 countries including the city of Berlin. IWD is wildly popular in North America, Europe and India. The Times Group, the largest media conglomerate in India is interested in being a media and production partner. Kishore Lula offered to help get Bollywood stars behind WDL India.

WDL 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, including direct passage into India and China. Livestream shopping, to e-learning platforms. A global bi-annual platform to showcase mega stars, emerging new talent; increase sponsorship and e-commerce revenue; feed live music's global growth; deliver the largest customer base possible.

WDL will give music and celebrity talent, brands and storytellers, new opportunities across digital, mobile and social platforms to make their mark in exciting new 'disruptive' ways to maximize audience engagement. This vertically integrated, diversified, potential global media company for women will create capabilities across a portfolio of highly engaging services from dynamic sites, shopping, music videos, to digital media content, to merchandizing, offering people meaningful experiences to make a difference.

Women's Day Live, will build an annual sustainable fund-raising and global advocacy platform to help accelerate the education and empowerment of women and girls worldwide. This global communications network will help align women's voice, power, and leadership.

The power of global media is the key to creating lasting cultural change. Unless we change the cultural views on the value of women as a transformative force in global society nothing will change. We have to transform this formidable global humanitarian crisis into lasting progress and systemic change.





Lili flew all over the world to achieve the **Women's Day Live** Mission. From Toronto to Vancouver to Bali, to Rio, to Baku, to Taipei, to N.Y., LA., to Washington, to Mumbai, Tokyo, et al. See [Lili's Epic Quest](#).

The time for Women's Day Live is now.



Lili Fournier is a courageous visionary.

“A strong example of how passion and vision and commitment can be amazing change agents. She played a leading role in pioneering spirituality across America with her Quest TV specials, which offered timely and timeless wisdom. She is a woman of high moral authority, whom I have been privileged to support and champion.”

- Stephen COVEY, Seven Habits of Highly Effective People.



“Lili, Stay with it. I believe in you. As always anything I can do. You are the most committed person I know. I hope your dream comes to fruition.”

- Louis J. Horvitz, Legendary Director. (Grammys, Oscars, Live Aid).



"I do not know any other person in the world with the kind of determination and commitment you have. I respect you for your unfailing hope in **Women's Day Live** and I believe it will happen one day”.

- Musimbi KANYORO, former CEO of Global Fund for Women & former co-Chair of Women's Day Live

JOIN US IN A DYNAMIC PARTNERSHIP TO MAKE HISTORY.

“We are in one of the worst humanitarian crises in world history. This is a wakeup-call for all of us to step up to the plate and take a stand. The future is in our hands. I have answered the call. Will you join me?

Note: This is interim branding and sites | www.womensdaylivefestival.com | www.lilifournier.com



EMPOWER WOMEN • CHANGE THE WORLD

WOMEN'S DAY LIVE



Put your
"HEART IN ACTION"
FEED THE WORLD



MARCH 8
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BENEFIT CONCERT
A HEART IN ACTION GLOBAL HUMANITARIAN CAMPAIGN

LIVE FROM TORONTO, MUMBAI, HOLLYWOOD, BEIJING, BERLIN, PARIS, NEW YORK.

CELEBRATE THE WOMEN OF THE WORLD

This day is celebrated in over 100 countries.

**It's a national holiday in Berlin and for women in China.*

THE TEAM



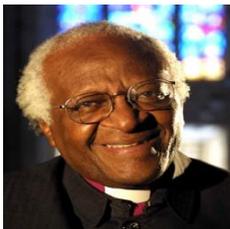
WDL Founder. [Lili Fournier](#) produced the award-winning Quest series on PBS featuring eminent business & spiritual leaders. Her specials raised millions for PBS pledge drives. She produced the TV production of the By My Spirit concert for the King of Spain's historic 1492 celebration with Placido Domingo & the Israel Philharmonic/ Zubin Mehta, with Queen Sofia and world dignitaries.



Legendary Director Louis J. Horvitz will direct. Seven-time Emmy winning director. His unmatched credits include the Grammy's, Live Aid, the Oscars, the Golden Globes, an Evening with the Stars, et al. "You are the most committed person I know. You always have my support because your heart and soul are in the right place. STAY THE COURSE! I believe in you." [See more](#)



Executive Producer Mark Poncher is the COO of Empire Entertainment. He has served as the Executive Producer of the Clinton Global Initiative conferences worldwide since 2006. He the SVP of the Emmy-Award winning company who produced the London Olympic ceremonies and the Sochi Olympic Ceremonies. [See more](#)



ARCHBISHOP DESMOND TUTU. *Nobel Peace Laureate. WDL Patron.*

"I am impressed with all that Lili has achieved thus far. I hope you will support her cause. The **Women's Day Live** Benefit and Heart in Action Global Humanitarian Campaign will raise desperately needed Aid to help feed the hungry.

[Overview - WFP](#)

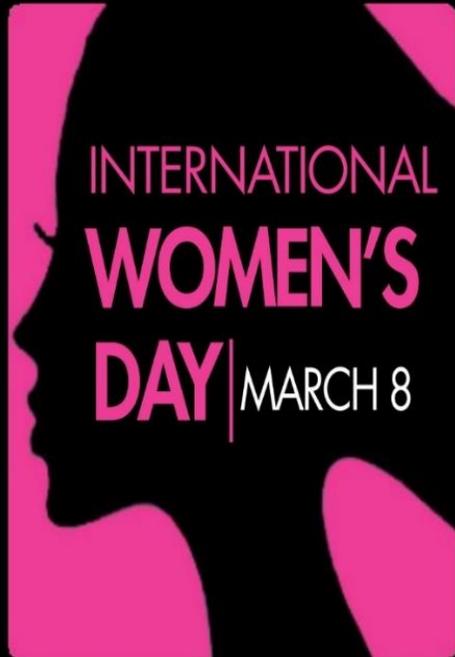
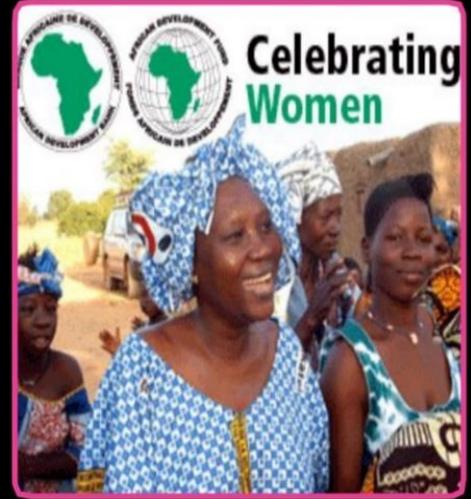
In 2019, *WFP* assisted 97 million people – the largest number since 2012 – in 88 *countries*. **Women and girls** are especially vulnerable to hunger and malnutrition. We will work with the WFP to support their Women and Hunger initiative to launch on International Day, March 8, 2021.

[Women and Hunger: How WFP Is Addressing A Global Crisis](#)

We will support UN WOMEN'S [Generation Equality](#): Realizing women's rights for an equal future". The Action Coalitions are global, innovative partnerships to catalyze collective action, to deliver game-changing results for [Women's Economic Empowerment](#) on this historic [25th anniversary of the Beijing Declaration and Platform for Action](#), the blueprint for achieving gender equality adopted by 189 countries in 1995.

Let's turn Action into Impact. Only 5% of promised actions in 25 years have been implemented.

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!

A photograph of three African women wearing traditional headbands and jewelry, smiling and looking towards the camera.

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