

# DEADLY PATTERN

Police kill Native Americans at a rate five times that of whites and three times of Blacks. Why?

## Speculation grows over yen intervention

Some U.S. officials say Israel may be violating law

## Golden Week gives warm welcome

Memory spans an historic week and end of misery

## One killed, three injured in gunfights in Manipur

NHRC accreditation status faces review in Geneva this week

## China seeks to deepen collaboration with Myanmar junta on border crime crackdown

As Patients Slept in Chin State Hospital, Military Jets Dropped Bombs

## Unstable land

Unsettling news of a landslide in a mountainous region

## Official accused of water theft is 'Robin Hood' to some farmers

Federal cops against the leader of a protest against a water theft

## China Seeks to Deepen Collaboration with Myanmar Junta on Border Crime Crackdown

As Patients Slept in Chin State Hospital, Military Jets Dropped Bombs

## Depressed and anxious face losing their benefit

Tories plan welfare reform as election draw

## Incertidumbre total ante la decisión de Sánchez

La OTAN busca abrir misiones de entrenamiento en Sahel para frenar a Rusia

## Protesters set up camp at McGill

U.S. Steps up push for ceasefire in Gaza

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# The New York Times

Home News Politics Business Opinion Junta Watch Ethnic Issues Features

# The Irrawaddy

Home News Politics Business Opinion Junta Watch Ethnic Issues Features

# Los Angeles Times

Home News Politics Business Opinion Junta Watch Ethnic Issues Features

# Daily Trust

Home News Politics Business Opinion Junta Watch Ethnic Issues Features

*Pick up any newspaper and it looks like the world is doomed: trapped within a tightening web of mistrust, violence, scarcity and fear. But fortunately, the world has a secret power, a hidden resource waiting to be activated...*

# The New York Times

Home News Politics Business Opinion Junta Watch Ethnic Issues Features

# The Korea Herald

Home News Politics Business Opinion Junta Watch Ethnic Issues Features

# THE JERUSALEM POST

Home News Politics Business Opinion Junta Watch Ethnic Issues Features

# EL PAÍS

Home News Politics Business Opinion Junta Watch Ethnic Issues Features

*Pick up any newspaper and it looks like the world is doomed: trapped within a tightening web of mistrust, violence, scarcity and fear. But fortunately, the world has a secret power, a hidden resource waiting to be activated...*



*The power is women and girls.*

AND THE TIME TO ACTIVATE  
THAT POWER IS NOW

*Before it's too late.*

*Activate Plan-G is both an overarching campaign idea, unifying multiple programs and policies, and a global call to action.*

*Our goal is to trigger a moon shot for the future of the world: an unprecedented, systematic, global investment in the economic, social and political strength and security of girls and women everywhere.*

*Our conviction is that it's not simply a matter of doing what's right today.  
It's building a movement to do what's necessary for tomorrow.*

*And our message is simply this: If you want to save the world, activate the world's hidden superpower.*

**ACTIVATE PLAN-G**



*The campaign will launch on October 11th, 2025, the U.N. designated International Day of the Girl with an immersive, multi-channel global benefit concert featuring renowned musicians and visionary artists from around the world.*

*It will act as the centerpiece of International Day of the Girl and International Women's Day to follow on March 8, 2026, a set of efforts integrated under the call to Activate Plan G and designed to:*

- Stimulate global philanthropy*
- Build widespread awareness and advocacy to impact national policy*
- Galvanize the distribution of international development aid to grassroots girls' and women's programs with proven results*
- Celebrate and amplify women's and girls' voices and the impact that their development has on their lives and the world at large*

Give a **man** a fish and he will eat for a day.  
Give a **girl** a fish and she will take one bite,  
share the rest and use the remaining skin  
and bones to make organic fertilizer.

**ACTIVATE PLAN-G**

*But we can't do it alone.*

**WE NEED YOU.**

Global Engagement.  
Global Connectivity.  
Local Impact.  
Lasting Legacy.

*Activating Plan G and building a more empowered, secure & female-centric future depends on the creation of long-term strategic partnerships, which we hope to begin with the GSMA.*

**EMPOWERING POSSIBILITIES**



## **ACHIEVE THE POTENTIAL OF THE DIGITAL REVOLUTION**

*Activate Plan-G is a moon shot for the future of the world: an unprecedented, systematic, global investment in the power and potential of women and girls.*

*World Girls Day and Women's Day Live is an opportunity for all of us to commit to the long-term development of girls' and women's economic, social and political strength and security.*

*For too long, we've stumbled along through a series of plans designed exclusively by and for one portion of humanity: men.*

*But if we are going to survive and thrive together as humans, it's time to try a new plan, including different voices.*

*It's not simply a matter of doing what's right today.*

*It's doing what's necessary for tomorrow.*

*Want to save the world?*

*Then activate the world's hidden superpower.*

*What will partnering with the GSMA, the Global Communications industry and Leading Corporations help us achieve?*

A Heart in Action Global Humanitarian Campaign  
TO INVEST IN THE FUTURE

GLOBAL  
CHARITY

GLOBAL  
CELEBRATION

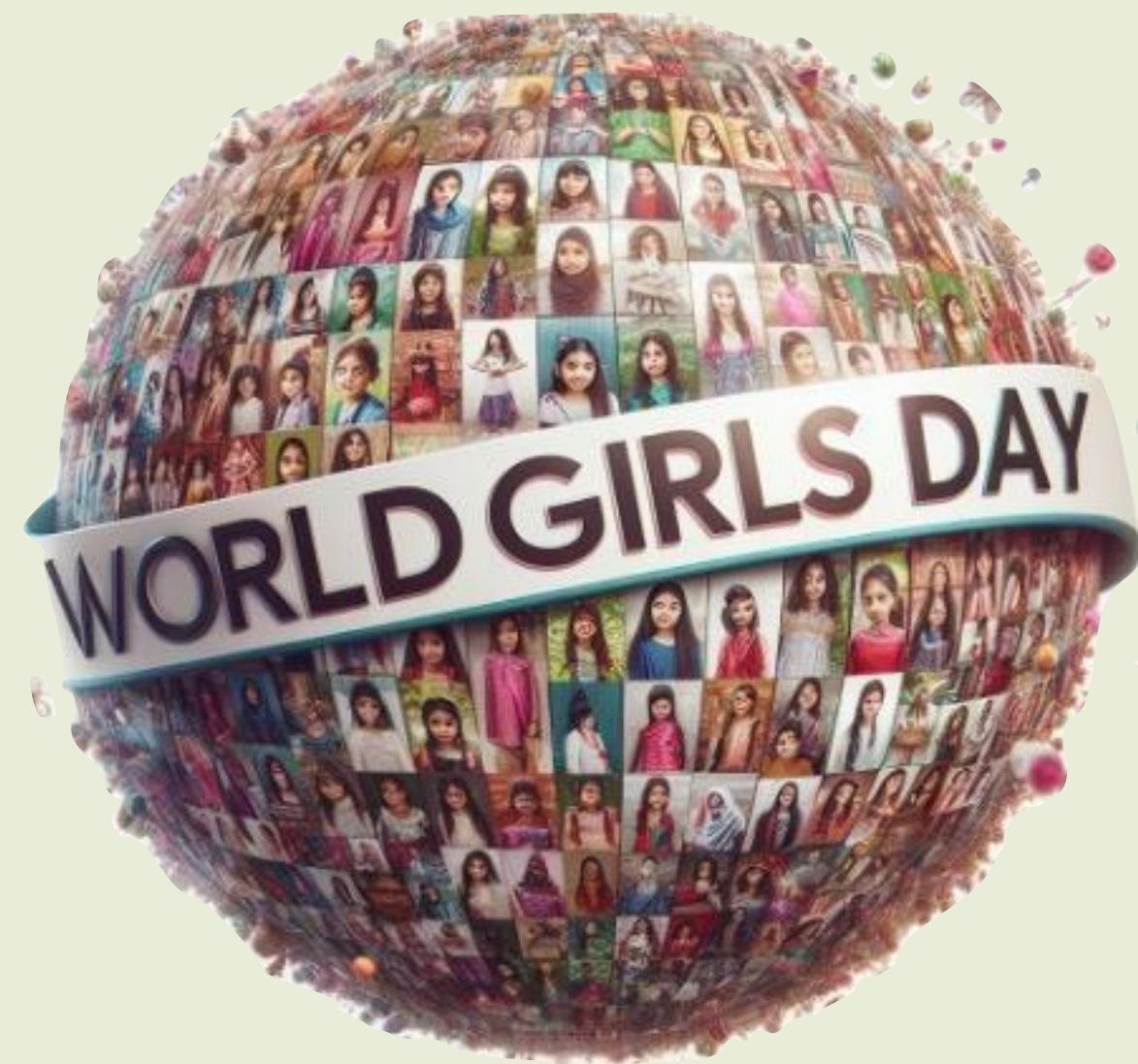
GLOBAL  
MOVEMENT



*Celebrate, Educate and Empower Women & Girls*



*The awareness, funds and support generated by World Girls Day on Oct 11<sup>th</sup>, 2025, and the Women's Day Live Global Benefit Concert to follow on next International Women's Day, March 8, 2026, will be invested into sustainable, high impact programs falling into three main categories that address the roots of gender inequality both today and tomorrow.*



- **POVERTY REDUCTION AND ECONOMIC EMPOWERMENT**
- **EDUCATION AND DIGITAL TECHNOLOGY**
- **POLITICAL RIGHTS AND COMMUNITY DEVELOPMENT**

11 OCTOBER  
2025

# WORLD GIRLS DAY

BENEFIT CONCERT

HEART IN ACTION  
WORLD'S BIGGEST  
GIVING DAY

*Ignite the Power of Girls*

International Girls Day  
**MUSIC FESTIVAL**

TAKE ACTION FOR GIRLS. ACTIVATE PLAN G.

International Girl's Day was founded by the UN and Canada. [www.worldgirlsday.com](http://www.worldgirlsday.com)

**A GLOBAL HUMANITARIAN CAMPAIGN**  
**GLOBAL MEDIA • GLOBAL IMPACT • LASTING LEGACY**

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SEIZE THE MOMENT

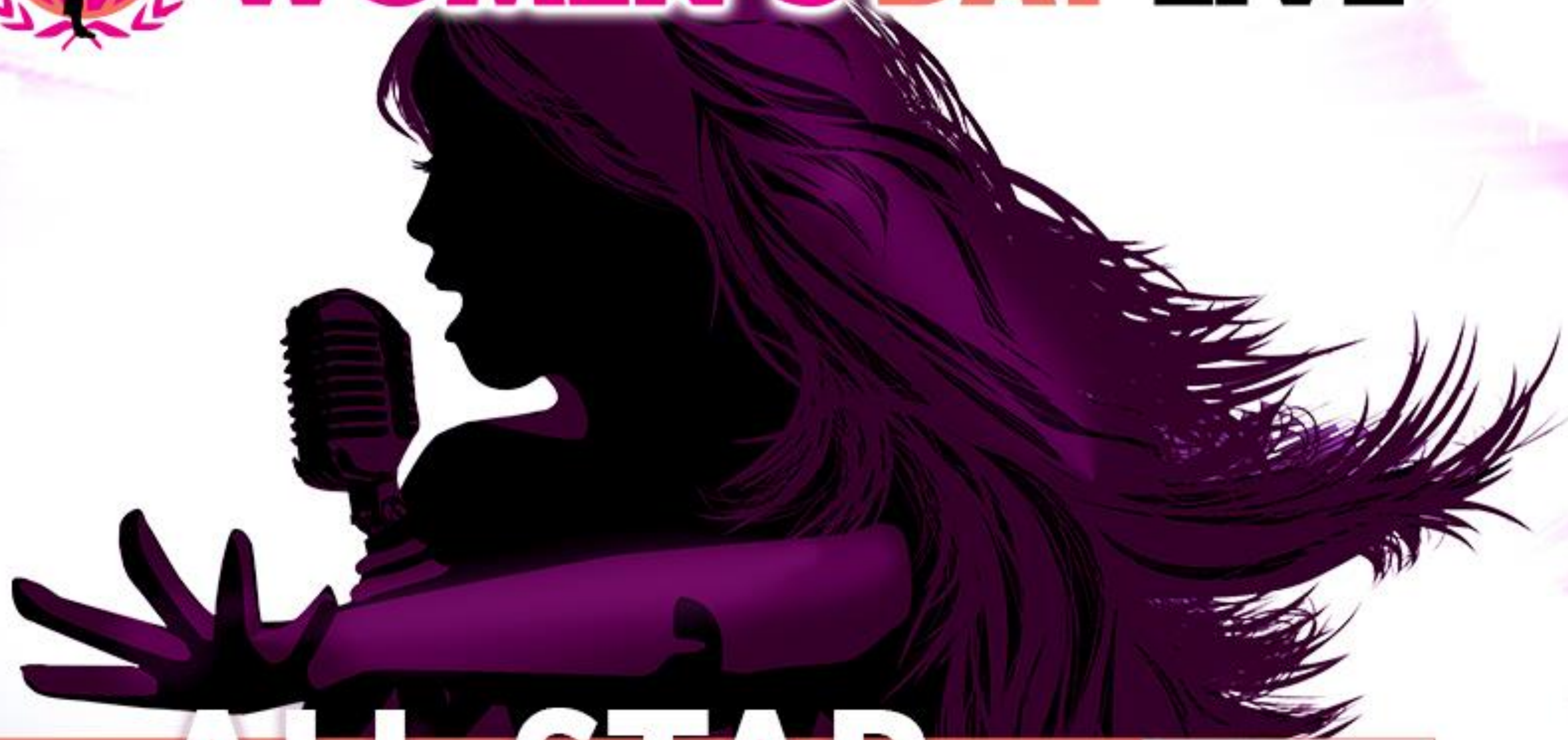
EMPOWER GIRLS | CHANGE THE WORLD

**W**  **R****L****D**  
*Girls* **DAY**



EMPOWER WOMEN | MAKE POVERTY HISTORY

# WOMEN'S DAY LIVE



## ALL-STAR BENEFIT CONCERT

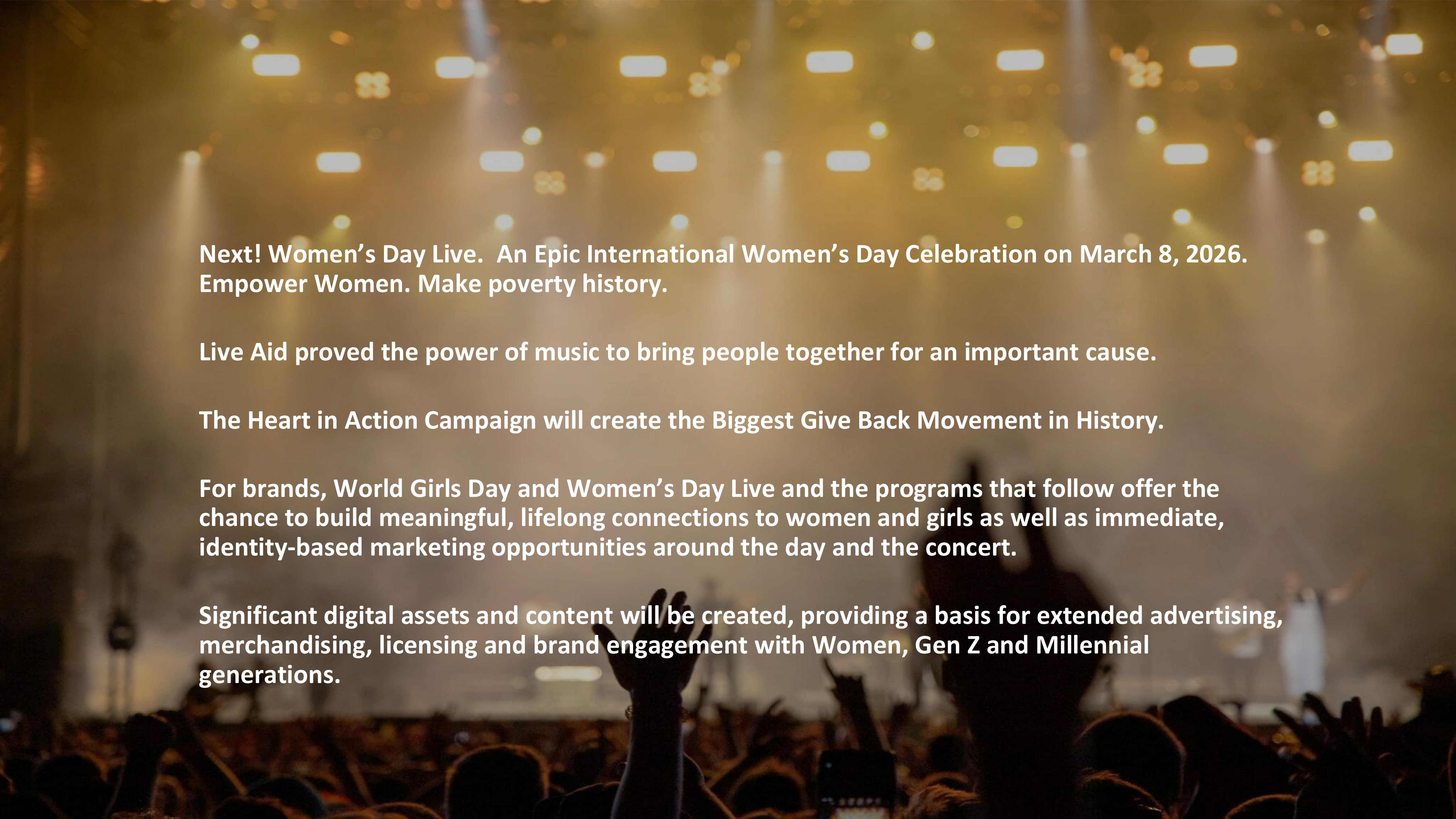
A GLOBAL HEART IN ACTION GLOBAL HUMANITARIAN CAMPAIGN

MARCH 8<sup>TH</sup>  
**2026**

INTERNATIONAL  
WOMEN'S DAY

**A GROUND-BREAKING GLOBAL HUMANITARIAN CAMPAIGN**

Feed the Women and the Children



**Next! Women's Day Live. An Epic International Women's Day Celebration on March 8, 2026. Empower Women. Make poverty history.**

**Live Aid proved the power of music to bring people together for an important cause.**

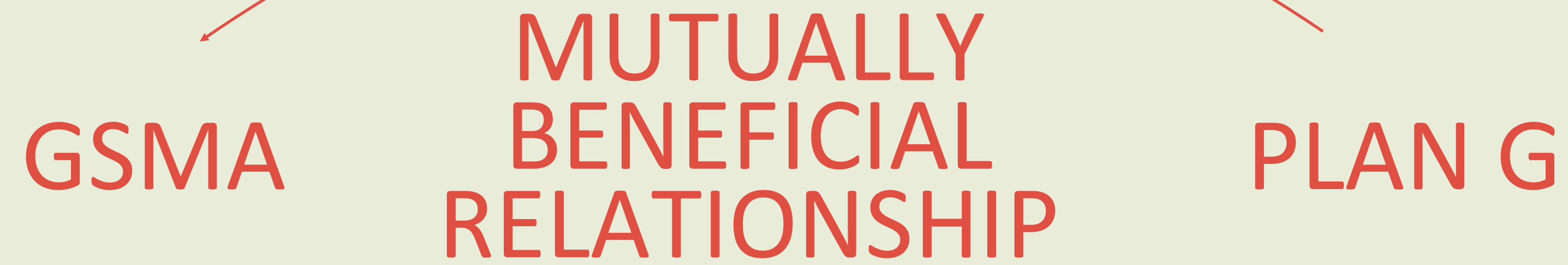
**The Heart in Action Campaign will create the Biggest Give Back Movement in History.**

**For brands, World Girls Day and Women's Day Live and the programs that follow offer the chance to build meaningful, lifelong connections to women and girls as well as immediate, identity-based marketing opportunities around the day and the concert.**

**Significant digital assets and content will be created, providing a basis for extended advertising, merchandising, licensing and brand engagement with Women, Gen Z and Millennial generations.**

*“The GSMA and the mobile industry are strongly committed to driving women’s and girls’s digital inclusion and economic empowerment”.*

*A vehicle to shine a positive light on  
the power of mobile phone usage.*



*Mass reach, digital/tele-communication infrastructure & financial support*

**LEADING A WORLD OF INNOVATION.**

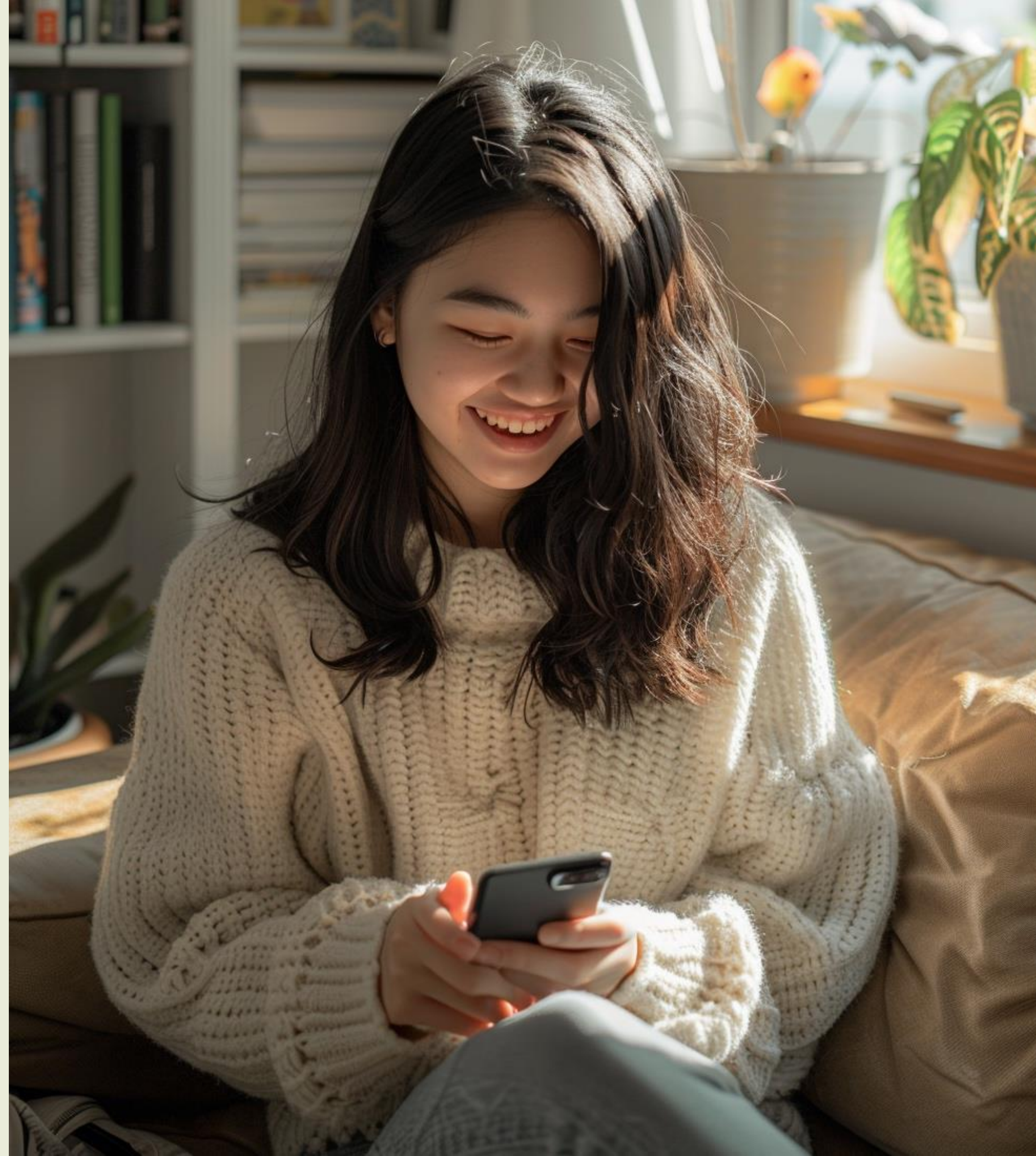
**A WORLD OF OPPORTUNITY.**

*Activate Plan-G is the overarching marketing idea, and the Women's Day Live and World Girl's Day Concerts are just the beginning. Activate Plan G is a big, overarching idea that could stem many more initiatives and ideas...*

# GLOBAL GIRLS THINK TANK: ASK A GIRL

*A decentralised global collective of girls solving real world problems through their own unique perspective on the world. Connected through a single mobile platform. Proposed Partnering with organizations like Nike, Meta, Starlink, the UN and Apple as well as celebrities like Taylor Swift and Blue Ivy. To create positive change and positive news headlines around the world.*

*The platform enables a global community of girls and women to become a force for good, and utilise mobile phones to connect people around the world in a positive way that has the potential to create real systemic change.*



“GLOBAL GIRLS  
THINK TANK  
HIRED BY NIKE  
TO ELEVATE  
THE FUTURE  
OF SPORT FOR  
WOMAN”

“THE UNIQUE  
PROBLEM  
SOLVING ABILITY  
OF GIRLS  
AROUND THE  
WORLD HELPS  
META CREATE A  
SAFER ONLINE  
ENVIRONMENT”

“TAILOR SWIFT  
COLLABORATES  
WITH THE  
GLOBAL GIRLS  
THINK TANK  
TO ADDRESS  
MENTAL HEALTH  
ISSUES”

“GIRLS IN THE MIDDLE EAST COME TOGETHER TO  
BROKER PEACE ACCORD. SEE HOW THEY DID IT.”

*The chance that a peace agreement will hold for longer than two years is 20% higher if women are involved in peace talks and the chance that there will still be peace after fifteen years is as much as 25% higher.*

**ACTIVATE  
PLAN-G**

TOGETHER, WE CAN GIVE GIRLS  
AND WOMEN A GREATER  
VOICE.

*With their guidance we can change the world.*

*Activate the world's  
hidden super power*



**ACTIVATE  
PLAN-G**

*Coca-Cola*

**CUCCIS**



THANK YOU



HISTORY IN THE MAKING  
[www.womensdaylive.com](http://www.womensdaylive.com)

[www.worldgirlsday.com](http://www.worldgirlsday.com)  
Branding and sites to be updated.

[Lili@womensdaylive.com](mailto:Lili@womensdaylive.com)  
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