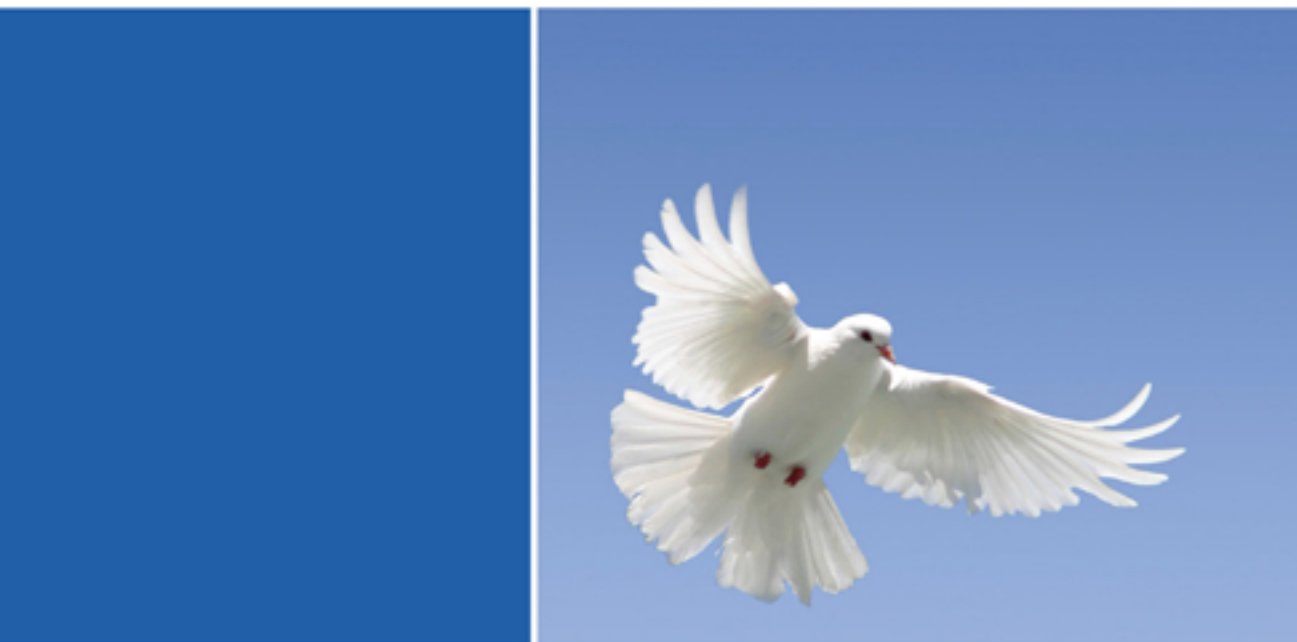




A Declaration for World Peace

August 11, 2007



Why?

To bequeath a “Legacy of Peace”
for present and
future generations.

What?

The **FIRST** ever
Global Declaration for World Peace
celebrating the largest worldwide
participatory, 24-hour global broadcast,
bringing together cross-cultural and
multi-sector grass roots campaigns and
initiatives using the most advanced
convergent media and technology.

When?

AUGUST 11, 2007

Where?

From South America to North America
to Europe, Asia, Africa, and Australia,
connecting over 180 countries across
38 time zones.

Who?

A stellar team of **global television, radio, Internet, satellite, integrated media and distribution professionals** with more than 20 years combined average experience in previous cause-related broadcast efforts including,

LiveAid

FarmAid

UN Earth Summit Concert

The Nelson Mandela Freedom Festival

THE JOURNEY



THE MISSION



To judiciously promote **cooperation, understanding, and awareness** through innovative, dynamic and broad-based peace-building initiatives

that serve to unite humanity and bring an end to war during our lifetime.

A minority of human beings
declared World War I,
“the War to end all wars.”

A majority of human beings declare
World Peace One, “the Peace to end all wars.”



“**The time has come**
to mobilize for **peace** the way we have
previously always mobilized for war.”

World Peace One - “An idea whose time has come.”

CAMPAIGNS AND INITIATIVES



The greatest cross-cultural,
multi-sector call to action
the world has ever seen

engaging the broadest series
of institutional
and grass-roots campaigns and initiatives.

Initiatives include:
“Master Peace” Hybrid Film Festival
Peace Ambassadorship Program
Peace Pods & Community Centers
and The World Peace One Global Brain Trust

Campaigns include:
Blessed Are The Peacemakers
Educate For Peace
Peace Through Music, Arts & Culture
and Signatures of Hope



“GIVE YOUR LOVE”

The official theme song,
“Give Your Love”
features scores of
international artists

along with an International
Children’s Choir
with children from over 200 countries.





“Give Your Love”

speaks to the cause of peace
through love and music
reminiscent of
“We Are the World”

and the eternal commitment of
World Peace One to end war in
our lifetime.

“An uninspired humanity
can be
of little service;
an inspired humanity
can be of great service.”

THE BENEFIT TELETHON



Individuals can make contributions **to the cause of world peace** in the privacy and comfort of their homes before,

during and after the 24-hour **World Peace One** broadcast.

The donations will go
to **pre-qualified**
non-profit peace organizations

that will be determined by
the **World Peace One**
Boards and Committees.



THE BROADCAST

The **World Peace One** broadcast will be the largest participatory 24-hour “live” convergence media broadcast

**featuring an unprecedented lineup
of world-class performers
from every corner of the world.**





The FIRST ever
**global declaration for
World Peace** that will showcase
international artists, political
and religious leaders,
Nobel Prize winners,
best-selling authors and diplomats.

**Live,
pre-produced,
and interactive segments**
empower and re-educate
the world to “be” the difference.

THE WORLD PEACE ONE ORGANIZATION

Executive Team

Doug Ivanovich, Executive Producer

Lawrence Freiberg, Executive Producer

Francis Barclay, Chief Organizing Principal

Broadcast Team

Lou Horvitz, Director

Richie Namm, Director

Bill Ellis, Producer

Rick Moncada, Producer

Johnny Caswell, Music Supervisor





Marketing and Communications

Mia Hye-ri Baik, Director

Public Relations

Visioneering Group

Legal

Brent Barlow, In-House Counsel

Artist Management

John F. Wilson, Music Director

Robert Cutarella, Music Producer & Executive

Michael Fitzpatrick, Music Advisor

Valerie L. Gamache, Talent Coordinator

Michael Scott, Executive Consultant

Integrated Media

Joel Mills, New Media Producer

Rickk Galvan, New Media Producer, Developer

Alison Savitch, New Media Producer

Steffen Wild, New Media Producer

David Miller, New Media Producer

Ian Clyne, New Media Producer



*World Broadcast
Specials*

ACADEMY AWARDS

**ATLANTIC RECORDS
40TH ANNIVERSARY**

FARM AID II & II

GOLDEN GLOBE AWARDS

LIVE AID

17 Hour Emergency Famine Relief
2.2 billion viewer audience -
London, Philadelphia, Moscow,
Amsterdam, Rio, Tokyo, Sydney

TEAM CREDITS



NELSON MANDELA FREEDOM FESTIVAL

World Broadcast

PEOPLE'S CHOICE AWARDS

Shea Stadium, New York

UN EARTH SUMMIT CONCERTS

Ipanema Beach, Rio de Janeiro

Domestic Specials



BACKSTREET BOYS PPV

Taped Live In Concert
from Orlando, Florida
for Showtime

IN CONCERT

Don Kirshner TV Series

JAY Z LIVE

Live Concert Event
from Memphis, Tennessee
for Showtime

LENA HORNE

"An Evening With Lena Horne"
A&E Network
Ace Award Nominee

MTV's "BIG BANG"

New Years Eve Concert
from Los Angeles, California

MEL TORME

"An Evening with Mel Torme"
A&E Network

REO SPEEDWAGON

Inaugural MTV Concert
CBS/FOX

ROCK& ROLL 50'S

Concert Specials
for PBS Network,
WQED, Pittsburgh, Pennsylvania

ROLLING ROCK

Pay-Per-View Concert with
The Stone Temple, LaTrobe, Pennsylvania

ROSEMARY CLOONEY

"A Girl Sings 50th Anniversary"
A&E Network

THE WHO

"The Who Rocks America"
Live Pay Per View

TIMELESS MUSIC

Artists include, Jerry Lee Lewis,
Bo Diddley, Tony Orlando

TONY BENNETT

"A Family Christmas"



WorldPeaceOne.com