

HALF THE SKY LIVE

In honor of International Women's Day, CARE presents Half the Sky LIVE, a one-night-only event in movie theatres nationwide on Thursday, March 4, 2010, at 7:30pm.

Inspired by the bestselling book from Pulitzer Prize-winning journalists Nicholas Kristof and Sheryl WuDunn, this will be an exciting night of musical performances, celebrity commentary and uplifting stories about women and girls overcoming tremendous obstacles. Watch as the pages of Half the Sky come to life in "Woineshet," a powerful short film by Academy Award® Winner Marisa Tomei and Lisa Leone.

Half the Sky LIVE is much more than a night at the movies. With appearances by India.Arie; Maria Bello; Diane Birch; Michael Franti; Dr. Helene Gayle (CARE); Angelique Kidjo; Nicholas Kristof; Rachel Mayanja (UN); Andrea Mitchell; Marisa Tomei; Sarah, Duchess of York ; Amb. Melanne Vermeer; Sheryl WuDunn and others, this event will move you to help women and girls around the world turn oppression into opportunity. Together, we can take a stand against the oppression and human rights violations that keep half the world's population from fulfilling its potential.

Go to www.halftheskylive.com to view all the details.

This is a one day nation-wide (sorry it's not in Canada but some of our Canadian clubs may want to try to bring it to their location) event similar to the event last year for "A Powerful Noise". This is short notice because we just saw an ad for this in Ladies Home Journal but we hope that your clubs can work magic and get some local PR and attendance at the event.

This is a link to the press kit:

http://www.care.org/newsroom/articles/2010/02/HTSL_Marketing_Toolkit.pdf?s_src=Half_the_Sky&s_subsrc=ShortURL. Let's try to fill the theaters with Zontians and friends of Zonta!

Tickets are limited. Buy them today at www.halftheskylive.com. Tickets range in price from \$10-\$12.50 depending on theater. Participating theaters are listed below. If you don't see one near you, you may want to contact the theater and work with them to get them added.