

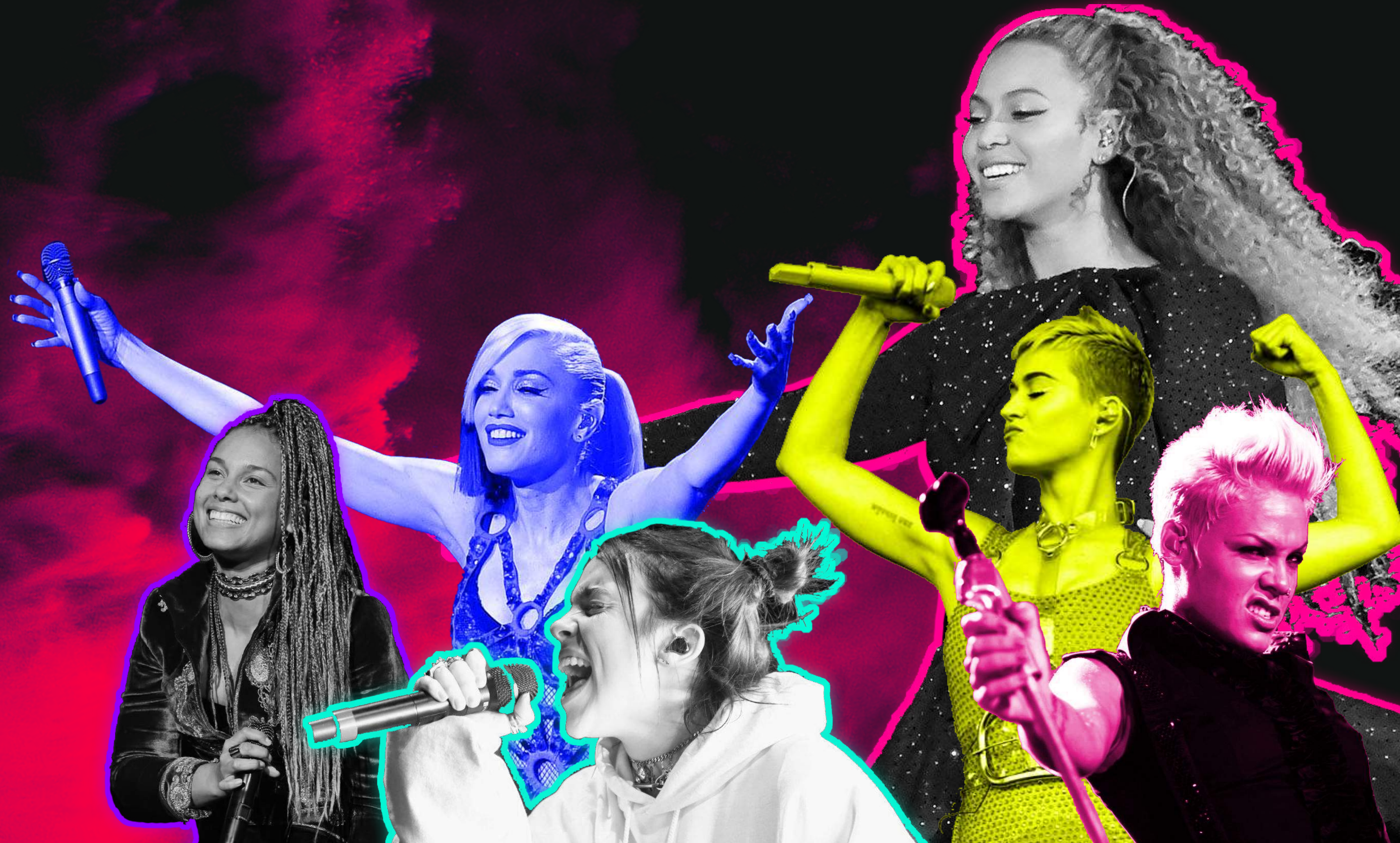
# WE =

# ALL RISE

WOMEN'S EQUALITY

WOMEN'S RIGHTS ARE HUMAN RIGHTS

GLOBAL PARTNER



# ABOUT



Gender rights discrepancies and inequalities are being exposed as never before, and the importance and necessity for progress has never been so apparent. WE ALL RISE will promote stories of hope and progress that can inspire and drive progress towards global gender equality.

WE ALL RISE is a global human rights initiative dedicated to achieving gender equality for ALL women and ALL girls and promotes the fundamental principles of the Universal Declaration of Human Rights that all human beings are born free and equal in dignity and rights. Gender equality is not only a fundamental human right, but a necessary foundation for a peaceful, prosperous and sustainable world.



# GLOBAL LAUNCH & AWARD PRESENTATION

## GLOBAL LAUNCH

WE ALL RISE will launch globally on March 8, 2021 – International Women’s Day via a special celebrity driven award event. The launch will be supported by Global Partner United Nations Human Rights, along with other renown gender equality champions. The WE ALL RISE Award recipients will be celebrated and promoted worldwide through a celebrity-driven social media campaign (“Cause Flash”) that is expected to have a social audience in excess of 1 billion people (see page 8).

The announcement of the WE ALL RISE Global Initiative and Awards by United Nations Human Rights will also include messages of support from celebrities and iconic figures in the fight for gender equality.

## WE ALL RISE SPOTLIGHT AWARD

The global WE ALL RISE SPOTLIGHT AWARD will be presented annually on March 8th - International Women’s Day, when the world’s attention is focused on the issue of gender equality. This unique award identifies and celebrates effective individuals leading the fight for gender equality.

The WE ALL RISE SPOTLIGHT AWARD will be presented to a celebrity who uses their public spotlight to empower women. It is proposed that United Nations Human Rights High Commissioner Michelle Bachelet present the inaugural WE ALL RISE Spotlight Award to **Serena Williams.**



# FIREBRANDS

A SERIES

Watch as trailblazing champions for equality, renown for breaking barriers in their respective fields, are paired together to authentically share and compare their extraordinary journeys. These compelling one-on-one conversations will delve into each other's experiences, challenges, set-backs and triumphs in their fight for equality. This unique conversation series will be streamed globally to inspire people around the world to understand the important issues around gender equality, as witnessed through the first-hand accounts of the iconic participants, and will galvanize a worldwide community to stand up for equality - everywhere.



Viola Davis  
Actor & Producer



Meryl Streep  
Actor & Singer



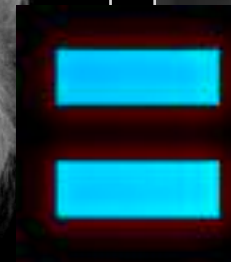
Michelle Obama  
Former First Lady  
Attorney & Author



Amanda Gorman  
Youngest US Inaugural Poet



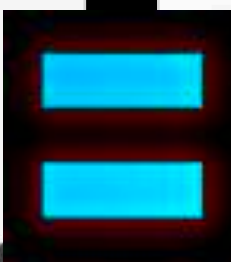
Jane Fonda  
Actor, Activist & Model



Greta Thunberg  
Activist



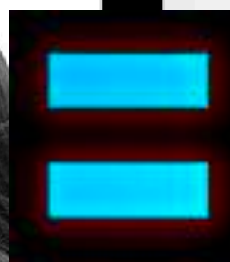
Natalie Portman  
Actor & Film-Maker



Megan Rapinoe  
Athlete  
Co-Founder, Re-Inc



Serena Williams  
Athlete  
CEO, S by Serena



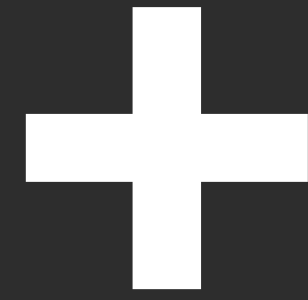
Jessica Alba  
Actor  
Founder, The Honest Company



Selma Hayek  
Actor & Producer



Sonia Sotomayor  
US Supreme Court Justice



WE ALL RISE IS ENDORSED BY UNITED NATIONS VIA UNITED NATIONS HUMAN RIGHTS

Gender equality is at the very heart of human rights and United Nations values. A fundamental principle of the United Nations Charter adopted by world leaders in 1945 is "equal rights of men and women", and protecting and promoting women's human rights is the responsibility of all States.

Representing the United Nations is UN Human Rights, which works with the 193 Member States of the United Nations to protect the rights and freedoms set forth by the Universal Declaration of Human Rights. Through the voice and work of the High Commissioner and 1,200 staff in more than 72 countries, UN Human Rights aims to make human rights a reality for all, and to put an end to gender-based discrimination and violence.

“



*- Michelle Bachelet  
United Nations High Commissioner for Human Rights  
Former President of Chile*

**“Promoting progress towards building a more equitable and just world, that guarantees the rights of women and girls, is more than a challenge. It’s a necessity and an obligation.”**

”

- Supported by the United Nations, WE ALL RISE will reinforce Gender Equality as an inherent Human Right as is outlined in the Declaration of Human Rights to their 193 Member States
- It will engage Governments, World Leaders, Dignitaries, Celebrities, Athletes, Brands, Media and the Public
- “WE” is the most inclusive word in the English language and acknowledges that everyone has a part to play in achieving gender equality, “WE” is also an acronym for Women’s Equality (W=)
- The mission of WE ALL RISE is guided and inspired by the United Nation’s Sustainable Development Goal 5 (SDG-5) which states gender equality is not only a fundamental human right, but a necessary foundation for a peaceful, prosperous and sustainable world
- All WE ALL RISE activations will benefit UN Human Rights, along with other appropriate charitable organizations. As an example, **12 Angry Women** will also benefit Broadway Cares.





## WE ALL RISE CAUSE FLASH

To raise maximum awareness for the WE ALL RISE initiative, a global *Cause Flash* will be launched on International Women's Day to support it (March 8, 2021). This social-media campaign (#WEALLRISE) is expected to have a social voice in excess of 1 billion people.

## ABOUT CAUSE FLASH

Created by David Clark Cause, *Cause Flash* is a unique digital platform that aggregates the social-media voices (Twitter, Facebook followers) of renown celebrities, dignitaries, organizations and the public at large, to raise maximum awareness and funds for important causes around the world. By amplifying the power of followers, friends and fans, *Cause Flash* launches focused appeals.

## SELECT CAUSE FLASHES INCLUDE:

### 2020 Call for Code

The *Call for Code* cause flash promoting UN Human Rights was launched on May 27, 2020, Call for Code Day, to encourage developers to combat COVID-19 and Climate Change with technology. Supporters included Pitbull, Ellen DeGeneres, Wiz Khalifa, Kristen Bell, Céline Dion, Rod Stewart, Barbra Streisand, Quincy Jones, Cher, Pierce Brosnan, Gigi Hadid, Jeff Bridges, Lindsay Vonn, The Jonas Brothers, Gloria Estefan, Fergie, Ricky Martin and Steve Buscemi.

**Social Voice - 945 Million People**

### 2017 Clean Water Here

The *Clean Water Here* cause flash promoted the need for clean water in the US and abroad. With the support of UN Water it was launched on UN World Water Day 2017. Supporters included Bruno Mars, Ed Sheeran, Shania Twain, Fergie, Pitbull, Pharrell Williams, Sting, P!nk, Maroon 5, Christina Aguilera, Britney Spears, Kesha, Ryan Seacrest, Seal, Jason Derulo, Nick Jonas and Pentatonix.

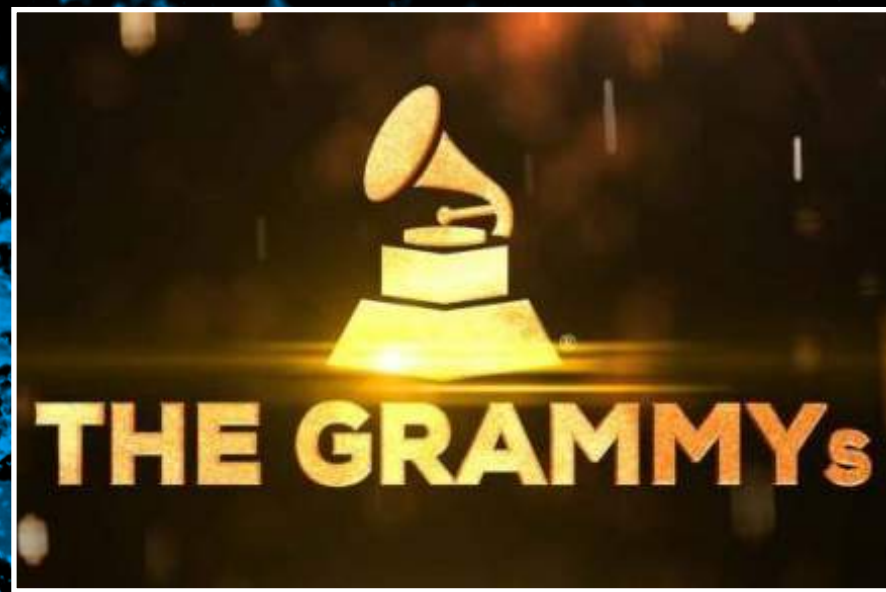
**Social Voice - 794 Million People**

### 2015 Water Now

The inaugural *Water Now* cause flash in 2015 was the largest celebration of UN World Water Day to date. With re-posts, the social media voice topped one billion people. With the support of UN Water, participating celebrities included Pharrell Williams, Alicia Keys, Pitbull, Kesha, Britney Spears, Fergie, Nick Jonas, Justin Bieber, Ne-Yo, One Direction, Sia, Jason Derulo, Robin Roberts and Aloe Blacc.

**Social Voice - 831 Million People**

Pictured celebrities have participated in previous Cause Flashes.



## EXECUTIVE PRODUCER: CHANTEL SAUSEDO

Chantel Sausedo is one of the most sought out Producers and Talent Bookers in live-music television today. With over two decades of experience booking global television events including the Grammy Awards, Latin Grammy Awards, Nobel Peace Prize Concerts, Stand Up To Cancer, the Laureus Sports Awards, Fashion Rocks and more, and has become renowned for also booking live events, such as the *“In Performance at the White House”* series (which featured artists including Mary J. Blige, Bob Dylan, Jennifer Hudson, Mick Jagger, Patti LaBelle, Justin Timberlake among others), *“Taking the Stage: African American Music and Stories That Changed America,”* for the opening of the National Museum of African American History and Culture (which featured Tom Hanks, Oprah Winfrey, Angela Bassett, Jamie Foxx and more), and *“Shining A Light - A Concert for Progress on Race in America,”* (which included Bruce Springsteen, Sia, Ed Sheeran, Pharrell Williams, John Legend, Zac Brown Band and among others).

Chantel has been working on the Grammy’s for the past fifteen years, drawing on her long term relationships in the television and film industry to book non-musical talent including Johnny Depp, Morgan Freeman, John Travolta, Jared Leto, Anna Kendrick, Seth MacFarlane, Julia Roberts, Josh Duhamel, Michelle Obama and additional luminaries, as well as being the Talent Producer that facilitated performances by Paul McCartney, Prince, Beyoncé, Coldplay, Green Day, Carrie Underwood, Foo Fighters, Cardi B, Kendrick Lamar, Kacey Musgraves, Alicia Keys, Diana Ross, Dolly Parton, and other iconic musicians. Over the past five years, the Grammys have also sought out her talents for shows including *“We Will Always Love You: A GRAMMY Salute to Whitney Houston,”* *“Grammy Salute to Frank Sinatra,”* *“The Night That Changed America: A Grammy Salute to The Beatles,”* *“Stevie Wonder: Songs In The Key of Life – An All Star Grammy Tribute,”* *“Stayin’ Alive: A GRAMMY Salute to the Music of the Bee Gees”*, multiple *“Grammy Nominations”* concerts and *“A Very Grammy Christmas.”*

As one of the industry’s most accomplished music executives, Chantel has not only been nominated multiple times to Billboard Magazine’s prestigious *“Women In Music”* annual list of the most powerful women in the music business, but also has produced the award show, featuring artists such as, Madonna, Demi Lovato, Andra Day, Halsey, Debbie Harry, Lady Gaga, Meghan Trainor and many other industry leading female artists. Chantel has also lent her talents as a Producer to notable television properties including *Dancing With the Stars*, *A Capital 4<sup>th</sup>* (PBS), *The Billboard Music Awards*, *X-Factor*, *Grammy Salute to Music Legends*, *Motown 60*, *Q 85 A Celebration of Quincy Jones*, *Aretha! A Grammy Celebration for the Queen of Soul*, *Elvis 50: An All Star Tribute*.

Working with DCC for the last fifteen years, Chantel has been the talent producer on many of their live shows, and she has produced all of their celebrity driven Cause Flash social-media campaigns which have included Lady Gaga, Ed Sheeran, Ellen DeGeneres, Bruno Mars, Britney Spears, Cristiano Ronaldo, Beyonce, Sting, Celine Dion, Alicia Keys and Pharrell Williams.



### **EXECUTIVE PRODUCER: DAVID CLARK**

David Clark, CEO of David Clark Cause has been creating cause brands for over 25 years that leverage the iconic stature and cultural currency of world-renowned individuals and organizations. Regarded as an international thought leader in cause branding, Clark is noted for the quality of his groundbreaking ideas which have raised millions of dollars and unprecedented awareness for some of the greatest causes of our time. Select initiatives include:

### **CALL FOR CODE**

With an assist from French President Macron at the VivaTech Conference in Paris on May 24, 2018, IBM announced their initial \$30 million, 5-year commitment for the Call for Code Global Initiative created by David Clark. This annual initiative that focuses on different social challenges each year, is a rallying cry to the 24 million developers around the world to help solve social challenges with software solutions. The heart of the initiative is a global competition where the Call for Code Global Prize is presented each year to a winning team at a broadcast event.

### **MANDELA - 46664**

Clark partners with President Nelson Mandela to link HIV/AIDS and Human Rights for the first time, by rebranding the disease as a Human Rights crisis since people around the world die because they cannot afford life-saving drugs. Clark stated, *"AIDS is no longer just a disease, it is a human rights issue."* The first 46664 benefit concert spearheaded by Clark was broadcast worldwide via MTV on December 1, 2003. The event featured performances by Bono and The Edge of U2, Beyoncé, Queen, The Eurythmics, Peter Gabriel, and the song *46664 A Long Walk To Freedom* written by Joe Strummer of The Clash.

### **MUHAMMAD ALI - HEALING**

Clark creates the "HEALING" brand, logo and launch strategy for Muhammad Ali's first book and named the volume *"HEALING: A Journal of Tolerance & Understanding."* Published by Harper Collins, the book reflects upon the issues of tolerance and understanding vs. bigotry and prejudice. In support of Mr. Ali's "Healing" book and initiative, Clark secure support from renowned individuals such as President Bill Clinton, Bosnian President Haris Silajdžić, Michael Jordan, Magic Johnson and Prince.

### **INSTANT KARMA**

As CEO of Dublin based Art for Amnesty, which coordinated the international art and music initiatives of Amnesty International, in 2004 David Clark asked Yoko Ono for the rights to use John Lennon's catalogue so a benefit CD "Instant Karma" could be created to help alleviate the crisis in Darfur. Yoko graciously agreed and bands including U2, Green Day, R.E.M. Christina Aguilera, Avril Lavigne, Aerosmith, Willie Nelson and The Cure, recorded new versions of John Lennon's iconic songs. Instant Karma has gone double platinum and raised over \$4 million dollars for Amnesty International.



# CONTACT

## Chantel Sausedo

Executive Producer  
WE ALL RISE

### CEO

Sausey 1 Creative Content, LLC

Tel: 310 994 1131

[chantel@sausey1.com](mailto:chantel@sausey1.com)

## David Clark

Executive Producer  
WE ALL RISE

### President, CEO

David Clark Cause, Inc.

Tel: 917 447 5645

[dc@davidclarkcause.com](mailto:dc@davidclarkcause.com)

[www.davidclarkcause.com](http://www.davidclarkcause.com)

