



care®

presents

# HALF THE SKY

**Marketing Toolkit**

**In Theatres Nationwide for One Night  
March 4, 2010 at 7:30pm**

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**“A passionate and  
persuasive plea to all of  
us to say ‘No more!’”**

**- Tom Brokaw**

## Welcome to the **HALF THE SKY** event marketing toolkit.

CARE's Half the Sky event presents an exciting opportunity for CARE to build broad understanding and commitment to fighting global poverty through the empowerment of women and girls, while also highlighting CARE's work as a catalyst in the movement. But we need your help raising awareness about this unique event.

We've listed marketing ideas and assets for Half the Sky below, but get creative! If you promote this event in your community, we'd love to hear from you! Please email [halfthesky@care.org](mailto:halfthesky@care.org) and let us know what you're up to.

### Spread the Word!

- Email friends and family and invite them to attend CARE's Half the Sky event. Ask them to visit [halftheskylive.com](http://halftheskylive.com) to learn more, find local theatre information and buy tickets. Ask your friends and family to forward the email to their contacts, too!
- Tell your friends on Facebook or other social networking sites. Create an event on Facebook, mention Half the Sky on your blog or re-tweet CARE's posts about the event on Twitter.
- Are you a member of a women's or men's organization, alumnae group, sorority or fraternity, book club, dinner club or faith-based organization? Celebrate International Women's Day together by making Half the Sky a group outing. After the event, get together as a group to discuss your role in fighting global poverty. A Half the Sky discussion guide will be available on [www.halftheskylive.com](http://www.halftheskylive.com).
- Download, print and hang posters in local coffee shops, book stores, schools and employee break rooms.

### Champion or Host a Theatre!

- This year, we have a unique opportunity to engage movie-goers in theatres:
  - > In many theatres, CARE staff and volunteers can distribute information about CARE.
  - > We also encourage people to "host" a theatre, meaning that they'll promote the event, concentrate marketing and grassroots efforts on filling a theatre.
  - > If you are a member of a women's organization that would like to partner with CARE and/or support Half the Sky, please email [groups@care.org](mailto:groups@care.org).
- Concentrate your marketing and grassroots efforts on filling one particular theatre. Groups are encouraged to target a theatre and try to sell it out.

## HALF THE SKY

This International Women's Day, celebrate the movement that's changing the world one woman at a time! On Thursday, March 4th at 7:30pm (all time zones), in honor of International Women's Day, CARE will present its Half the Sky event in movie theatres nationwide! Purchase your tickets today for this special one-night-only event at [www.halftheskylive.com](http://www.halftheskylive.com).

Inspired by the best-selling book from Pulitzer-prize winning journalists Nicholas Kristof and Sheryl WuDunn, CARE's Half the Sky event celebrates International Women's Day 2010 with musical performances, celebrity commentary and the world premiere of "Woineshet," a powerful short film directed by Academy Award® Winner Marisa Tomei and Lisa Leone. Watch the pages of Half the Sky come to life onscreen as "Woineshet" chronicles the struggles of a poor Ethiopian woman who ultimately triumphs over sexual violence and discrimination.

This is much more than a night at the movies. This one-night-only, interactive event – with appearances by India.Arie; Maria Bello; Diane Birch; Michael Franti; Dr. Helene Gayle (CARE); Angelique Kidjo; Nicholas Kristof; Sally Lee; Rachel Mayanja (UN); Marisa Tomei; Sarah, Duchess of York; Sheryl WuDunn and others – will motivate audiences to participate in the growing movement to empower women and girls in the fight against global poverty. You will leave the theatre ready to help women around the world turn oppression into opportunity!

As featured on Oprah, CNN, and Dateline NBC, Half the Sky remains a New York Times bestseller and a critical favorite across the globe. Tom Brokaw says, "A passionate and persuasive plea to all of us to say 'No More!'"

Don't miss CARE's Half the Sky event! Purchase tickets today at [www.halftheskylive.com](http://www.halftheskylive.com).

### More about "Woineshet," a short film directed by Marisa Tomei and Lisa Leone

"Woineshet" tells the story of a brave teenager from a small village in Ethiopia who, along with her family, fought back against a brutal local tradition of rape and forced marriage.

Woineshet Zebene was just 13 when four men hacked down the front door of her home, kidnapped her and took her to a nearby shack where she was raped and beaten. The leader of the group was arrested and then promptly set free – only to attack Woineshet again. He tried to force her to marry him, since at the time Ethiopian law stated that a man could not be prosecuted for violating a woman or girl whom he later married. Instead of giving in to such a marriage, Woineshet took a huge risk and vowed to prosecute her rapist. Woineshet's extraordinary courage and resolve is an inspiration to human rights advocates in Ethiopia and around the world.

The co-directorial debut of Marisa Tomei and Lisa Leone, "Woineshet" is an adaptation of this brave and inspirational story.

**"It is impossible to stand by  
and do nothing."  
- George Clooney**

## Frequently Asked Questions

### What is Half the Sky?

On Thursday, March 4th at 7:30pm (all time zones), in honor of International Women's Day, CARE will present its Half the Sky event in movie theatres nationwide! Purchase your tickets today for this special one-night-only event at [www.halftheskylive.com](http://www.halftheskylive.com).

Inspired by the best-selling book from Pulitzer-prize winning journalists Nicholas Kristof and Sheryl WuDunn, CARE's Half the Sky event celebrates International Women's Day 2010 with musical performances, celebrity commentary and the world premiere of *Woineshet*, a powerful short film directed by Academy Award® Winner Marisa Tomei and Lisa Leone. Watch the pages of Half the Sky come to life onscreen as *Woineshet* chronicles the struggles of a poor Ethiopian woman who ultimately triumphs over sexual violence and discrimination.

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### What is the short film, "Woineshet", about?

"Woineshet" tells the story of a brave teenager from a small village in Ethiopia who, along with her family, fought back against a brutal local tradition of rape and forced marriage.

Woineshet Zebene was just 13 when four men hacked down the front door of her home, kidnapped her and took her to a nearby shack where she was raped and beaten. The leader of the group was arrested and then promptly set free – only to attack Woineshet again. He tried to force her to marry him, since at the time Ethiopian law stated that a man could not be prosecuted for violating a woman or girl whom he later married. Instead of giving in to such a marriage, Woineshet took a huge risk and vowed to prosecute her rapist. Woineshet's extraordinary courage and resolve is an inspiration to human rights advocates in Ethiopia and around the world.

The co-directorial debut of Marisa Tomei and Lisa Leone, "Woineshet" is an adaptation of this brave and inspirational story.

### When is the event?

Thursday, March 4th at 7:30pm in all time zones.

### How long will the event last?

The event is approximately 2 hours long. The event includes a short film and documentary (approx. 30 minutes total); appearances by India.Arie; Maria Bello; Diane Birch; Michael Franti; Dr. Helene Gayle (CARE); Angelique Kidjo; Nicholas Kristof; Sally Lee; Rachel Mayanja (UN); Marisa Tomei; Sarah, Duchess of York; Sheryl WuDunn and others.

### What celebrities and notables are participating?

To date, we have confirmed:

- India.Arie, Grammy-winning singer and humanitarian
- Maria Bello, renowned actress and activist
- Diane Birch, critically acclaimed singer-songwriter
- Sarah Ferguson, Duchess of York
- Michael Franti, musician and humanitarian

## (Frequently Asked Questions Continued)

- Dr. Helene Gayle, CARE president and CEO
- Angelique Kidjo, musician
- Nicholas Kristof and Sheryl WuDunn, Pulitzer-prize winning journalists and authors of Half the Sky
- Sally Lee, Meredith's Senior Vice President of New York Editorial and Editor-in-Chief of Ladies' Home Journal
- Rachel Mayanja, United Nations Assistant Secretary-General and Special Adviser on Gender Issues and Advancement of Women
- Marisa Tomei, Academy Award®-winning actress and co-director of "Woineshet"

### **What theatres are showing Half the Sky?**

Half the Sky is showing in select movie theatres across the country. Visit [www.halftheskylive.com](http://www.halftheskylive.com) for specific theatre information.

### **How do I buy tickets?**

Tickets are on sale now. Visit [www.halftheskylive.com](http://www.halftheskylive.com) to purchase tickets.

### **Where can people go for more information?**

Visit [www.halftheskylive.com](http://www.halftheskylive.com) for more information.

### **What is the ticket price?**

Tickets will be sold at standard theatre ticket prices. Ticket prices range from \$10-\$12.50, depending on the theatre chain.

### **How do I purchase tickets?**

Visit [www.halftheskylive.com](http://www.halftheskylive.com) to purchase tickets. You also can purchase tickets at your local theatre box office and/or Website. Tickets may sell out, so we encourage you to buy your tickets early.

### **How do ticket sales benefit CARE?**

A percent of total ticket purchases go to CARE.

### **Can groups purchase large numbers of tickets?**

You may be able to buy group tickets at your local theatre box office or Website, depending on the rules of that specific theatre.

### **How can I - or my group - host a theatre?**

Email [halfthesky@care.org](mailto:halfthesky@care.org) to learn more.

### **Are there instructions to offer groups or individuals on how to engage others around this event?**

Yes, a Half the Sky event marketing toolkit is on [www.halftheskylive.com](http://www.halftheskylive.com).

### **Will there be a discussion guide available after the event?**

Yes. A downloadable discussion guide will be posted on [www.halftheskylive.com](http://www.halftheskylive.com).

### **Who is putting on Half the Sky?**

The Half the Sky event is presented by CARE.

### **What is CARE?**

CARE is a humanitarian organization that fights global poverty by empowering marginalized women and girls to bring lasting change to their communities. Visit [www.care.org](http://www.care.org) to learn more.

### **Can viewers order a DVD of Half the Sky at the event?**

No, but stay tuned for information.

### **Tell me more about the contest.**

People can sign-up for a chance to win exciting prizes by texting the word SKY to 30644. Standard texting fees apply. You also can visit [halftheskylive.com](http://halftheskylive.com) to enter.

## Email Template and Signature

### Template:

Do you believe that ordinary women and girls have the power to change our world?

I do, and that's why I'm inviting you join me on Thursday, March 4, 2010 for CARE's presentation of Half the Sky LIVE, a one-night-only event in movie theatres nationwide.

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 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); Marisa Tomei; Sarah, Duchess of York; Sheryl WuDunn and others, this event will move you to help women and girls around the world turn oppression into opportunity.

Please join me at [insert specific theatre location and start time]. Together, we can take a stand against the oppression and human rights violations that keep half the world's population from fulfilling its potential.

Don't miss Half the Sky! Buy tickets at [halftheskylive.com](http://halftheskylive.com).

### Signature:

In honor of International Women's Day, CARE presents its Half the Sky event, a one-night-only event in movie theatres nationwide on Thursday, March 4, 2010. Tickets are limited. Buy them today at [www.halftheskylive.com](http://www.halftheskylive.com).

## Suggestions for promoting Half the Sky on Facebook

- Post a "Save the Date" announcement to your wall. For example: "Save the Date for this great CARE event: Half the Sky March 4 at 7:30 pm in theatres nationwide for just one night".
- Make sure you always include a link to [halftheskylive.com](http://halftheskylive.com), so your friends can learn more and buy tickets.
- Create an event page for the Half the Sky event at your local theatre and invite your friends. After you log in to Facebook, go to "Applications" on the bottom left side of the page to create an event. Use the approved Half the Sky logo included in this toolkit.
- As March 4 approaches, remind your friends about the upcoming event. "Here's an idea for a meaningful girls' night out ..." or "This is what I'm doing for International Women's Day ..." Make sure to include a link.
- You also can mention the event on [Linkedin.com](http://Linkedin.com) and other social media sites where you're active.

## Tips for getting Half the Sky listed in local print and online event calendars:

- Many print and web publications use online forms for reader-submitted event listings, so check their websites for details.
- The following information should be included: CARE presents its Half the Sky event on March 4, 2010 at 7:30 pm at [insert names of local theatres]. A special one-night-only event in honor of International Women's Day and inspired by the bestselling book Half the Sky, by Pulitzer Prize-winning journalists Nicholas Kristof and Sheryl WuDunn. Featuring a world premiere short film, "Woineshet," by Academy Award-winner Marisa Tomei and Lisa Leone, musical performances and celebrity commentary – all presented from New York City to theatres nationwide. Ticket prices range from \$10-\$12.50, depending on the theatre chain.
- If you send the information in an email, proofread it carefully. Most publications prefer simple text email without attachments. Be sure to include a link to [halftheskylive.com](http://halftheskylive.com) and your phone number for follow-up questions.

## Web Ads



160 x 600



120 x 600



300 x 250



100 x 135



125 x 125



728 x 90



220 x 78

# Print Ads

FEATURING  
 India.Arie Mario Bello Diane Birch Michael Franti Dr. Helene Gayle  
 Angelique Kidjo Nicholas Kristof Sally Lee Rachel Mayanja  
 Sarah, Duchess of York Marisa Tomei Sheryl WuDunn

"A passionate and persuasive plea to all of us to say 'No more!'"  
 - Tom Brinkew

"It is impossible to stand by and do nothing."  
 - George Clooney

This International Women's Day, celebrate the movement that's changing the world one woman at a time with songs and stories inspired by the best-selling book HALF THE SKY

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ONE NIGHT ONLY  
 March 4 at 7:30pm in theatres nationwide  
 Seating is limited. Go to [halftheskylive.com](http://halftheskylive.com) to buy tickets.  
 Text the word SKY to 30644 to join CARE in a movement to empower women and girls and for a chance to win exciting prizes\*

lead partners: **DELTA** **meredith** supported by: **Walmart**

\*Standard texting fees apply. To enter without these fees, visit [halftheskylive.com](http://halftheskylive.com)

7" x 10"

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7" X 4.875"

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 HALF THE SKY Marketing Toolkit

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**HALF THE SKY**

[halftheskylive.com](http://halftheskylive.com)

2.25" X 4.875"

**care**  
presents

**HALF THE SKY**

ONE NIGHT ONLY  
 March 4 at 7:30pm in theatres nationwide  
[halftheskylive.com](http://halftheskylive.com)

4.625" X 2.375"

**care**  
presents

**HALF THE SKY**

[halftheskylive.com](http://halftheskylive.com)

2.25" X 2.375"

2.25" X 10"

The Half the Sky event was captured live on February 11, 2010 out of New York City and is being rebroadcast to select theatres nationwide. Talent subject to change.

## Posters

**FEATURING**  
 India.Arie Maria Bello Diane Birch Michael Franti Dr. Helene Gayle  
 Angelique Kidjo Nicholas Kristof Sally Lee Rachel Mayanja  
 Sarah, Duchess of York Marisa Tomei Sheryl WuDunn

**"A passionate and persuasive plea to all of us to say 'No more!'"**  
 - Tom Brubaker

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This International Women's Day, celebrate the movement that's changing the world one woman at a time with songs and stories inspired by the best-selling book **HALF THE SKY**

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**March 4 at 7:30pm in theatres nationwide**  
 Seating is limited. Go to [halfthekylive.com](http://halfthekylive.com) to buy tickets.  
 Text the word **SKY** to 30844 to join CARE in a movement to empower women and girls and for a chance to win exciting prizes\*

lead partners: **DELTA** **meredith** supported by: **Walmart**

\*Standard texting fees apply. To enter without these fees, visit [halfthekylive.com](http://halfthekylive.com).

8.5" x 14"

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8.5" x 11"

## Logos

HALF THE SKY

HALF  
THE SKY

HALF THE SKY

HALF  
THE SKY

## Word Templates



## Powerpoint Template

