

# THE GREAT MILLENNIUM CAMPAIGN

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## **PROPOSAL: "GREAT MILLENNIUM COUNTDOWN CELEBRATIONS" - JANUARY 1, 1998/1999/2000**

At this crucial moment in history, events of a global scale are needed to increase public understanding of the interdependent challenges and immense opportunities before us today. Such events can help unite us to address these challenges and realize our great potential. Accordingly, we propose to create an alliance of key organizations to produce three outstanding annual "live global television" New Years Day events as a Countdown to the Year 2000 and the New Millennium - linking numerous cities around the world by satellite and/or fiber-optics.

These annual global events will provide 'state-of-the-art' entertainment and positive "Millennium Messages" promoting the spirit of understanding, goodwill and cooperation toward a positive future to live and television audiences as we usher in the new era. The "Great Millennium Countdown Celebrations" will expand each year to link additional Cities culminating in a truly great 'Global Television Event' on December 31, 1999 and January 1, 2000.

### **Specifics:**

- The first "Countdown Celebration" on New Years Day 1998 will link live events from at least 5 venues (e.g. London, Los Angeles, Nairobi, Tokyo and Toronto) celebrating the impending arrival of the Year 2000 and New Millennium. Live entertainment featuring performing artists in each location will be electronically linked and interwoven with "Millennium Messages" from numerous key individuals and organizations. Corporate Sponsors will be enlisted on the basis of the event being a major "Millennium Project" for the companies. Public Service Announcements will be broadcast urging individuals and groups to participate in "The Great Millennium Campaign" by dedicating Millennium Projects and Millennium Gifts to the world, by expressing hopes, dreams and visions for a better world and by making personal commitments to working toward this shared goal individually and by joining community organizations. The event in each city will be organized by local groups representing an alliance of local service, business and community organizations. International organizations such as the United Nations, Rotary, Earth Council, World Wildlife Fund, Amnesty, etc. can also combine efforts and participate.

Live audiences and performers will be interactively linked and displayed through 21st Century video technologies. The effect for both the live and television audiences will be spectacular - a large, full color 'curved screen' video backdrop to the performances electronically presenting video and computer animated imagery as well as the live audiences themselves. Members of the live audiences will be asked to express their positive "Millennium Messages" to the world. The finale will feature performing artists and numerous Children's Choirs performing "Great Millennium Songs" in many languages.

- The "Great Millennium Countdown Celebrations" will expand in 1999 by adding additional cities from around the world to the 'Network' and by expanding the global television audience. In 2000, the event will be a 36 hour 'Global Interactive Extravaganza' in all time zones (starting December 31, 1999) celebrating the Year 2000, the new Century and new Millennium and will feature an interactive "Global Singalong" of Great Millennium Songs in all 24 Time Zones. Everyone in the world with access to a television screen can participate! As the global clock ticks on to the new millennium the world will be linked electronically and singing together in a true celebration of this unique moment and our common future!!