



## 2020 EARTH DAY GLOBAL EVENT

**A historic opportunity in your state, city or town to maximize green market profile, organizational activity, tourism, commerce and jobs.**

**Earth Day 2020 will be the 50th anniversary of Earth Day. Without ANY orchestration, planning, or an advance cooperative media campaign,** it will be a big media event and watershed because the media loves big anniversaries. **With EdayMax orchestration,** jump starting on 2016 Earth Day, it will be a **Super Bowl of events for 2020,** and it **should** be one of the biggest staged events in history. Your state and city can be an epicenter.

### **What we can cooperatively do now:**

- Begin to design an event concept for your region, quite possibly as a template and lead player for thousands of other regions throughout the globe.
- Most importantly, design a global television/cable/internet production. This is NOT envisioned as an all-day concert in multiple cities.
- Start signing up early partners.

### **What an orchestrated event can do for you and the green market:**

- Increase city profile nationally and globally.
- Create a strategic opportunity that leverages more green market and other economic sector outcomes.
- Maximize media profile and corporate/public participation in the historic 2020 event.
- Drive a consensus and more funding for solutions to top green market and environmental challenges.
- Enhance the image and livability of your region to a growing target market of higher income, highly educated, civic-minded and green-conscious consumers.

### **2020 Earth Day Global Event design options:**

- Televised massive crowd events in multiple large regions and thousands of small ones.
- Live YouTube broadcast channel feed for your crowd event to go global.
- A global Best of Green Online "Election Day" to drive media attention and be a compelling audience tune-in element of the televised production. This element turns every Earth Day into the "Oscars" of what's coolest and smartest, and what our green future should be.
- A national/global telethon-type production. Audience will tune in to see how many votes come in, how much money is raised, which celebrities show up, who wins the Presidential election straw poll on the environment... *Think Jerry Lewis Labor Day telethon without the schlock and with bigger celebrities flying in each year to build toward the global televised special in 2020.*
- A Give Green Day for local funding and as a project funding mechanism — a Kickstarter-type format for environmental projects. ■