

**PRESS MATERIALS**

A POWERFUL  
**NOISE**  
♀ Live

**A March 5th Event in 450 Movie Theatres  
in honor of International Women's Day**

Presented by CARE and NCM Fathom in partnership with  
ONE and the U.N. Commission on the Status of Women



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**[WWW.APOWERFULNOISE.ORG](http://WWW.APOWERFULNOISE.ORG)**

## **A STATEMENT FROM THE FILM'S EXECUTIVE PRODUCER**

There's power in numbers. On March 5th, we're calling on everyone looking to make a profound difference in the lives of women to join us in 450 movie theatres across America for A POWERFUL NOISE *Live*. This is more than a night out at the movies. It's an event to honor International Women's Day and the women who have fought – and continue to fight – for equality.

Serving as a Global Ambassador for CARE, I've met women in impoverished communities who still lack basic rights, access to education and health services – rights we often take for granted in the United States. And I have learned that when you empower women in these communities, you strike at the very root causes of poverty. Their stories inspired me and my production team to make the documentary "A Powerful Noise." It's one of the most important projects I've ever had the honor of working on.

Through the A POWERFUL NOISE *Live* event on March 5th, it has become so much more than just a film. This is a forum to unite, network and mobilize for meaningful global change.

International humanitarian organizations like CARE have found that empowered women are a lasting solution to extreme poverty. However, women in the developing world cannot lift themselves up alone; they need the support and solidarity of people in developed nations like the United States.

The goal of A POWERFUL NOISE *Live* is to strengthen the bond between people who, though separated by oceans, stand united as daughters, mothers, brothers and fathers in the fight to end global poverty. When the theatre lights go down on March 5th, you'll be energized with a better understanding of what you can do to empower marginalized women of the world.

Joining together in this movement we can change the world. Let's fill those theatres!

**SHEILA C. JOHNSON**

## WHY WOMEN'S EMPOWERMENT?

Women and girls are the most impoverished, discriminated-against group in the world. Consider the following:

- Of the 1 billion people living in absolute poverty around the globe, 60 percent are women and girls.
- Women log two-thirds of the world's working hours, yet earn only 10 percent of the income.
- Women produce half the world's food, yet own only 1 percent of its land.
- Women make up two-thirds of the estimated 876 million adults worldwide who cannot read or write; and girls make up two-thirds of 77 million children not attending school.
- Every minute of every day an expectant mother dies from mostly preventable causes.
- At least one out of every three women and girls will be severely beaten in her lifetime.

In most societies, women face discrimination, exploitation and exclusion that limit their access to resources and assets. This disempowerment is a universal factor in extreme poverty. Rather than working with women as victims of poverty, more and more non-governmental organizations are working to empower marginalized women to challenge and change the contexts in which they live. Women's empowerment offers a pathway out of extreme poverty and toward dignity and security – for women, their families and whole communities.

The international community now knows that empowered women are a lasting solution to extreme poverty. However, women in the developing world cannot lift themselves up alone; they need the support and solidarity of women in developed nations to do so. Therefore, leading humanitarian organizations are spearheading a women's solidarity movement, uniting women around the world as catalysts for change. Movements like this have historically proven to give a voice to the voiceless and create substantial and long-lasting societal change. One need only look to the women's suffrage movement in the United States more than a century ago and the civil rights movement of the sixties as examples of what can be accomplished through the strength of solidarity. Because the majority of the world's poor are women and girls, the success of this women's empowerment movement is vital to achieving the UN Millennium Development goal of halving poverty by 2015.

A POWERFUL NOISE *Live* was developed to ignite the women's empowerment movement by generating national awareness and encouraging woman in the United States to help empower poor and impoverished women around the world.

## **A POWERFUL NOISE *LIVE* EVENT:**

On Thursday, March 5th, CARE and NCM Fathom present A POWERFUL NOISE *Live* in 450 theatres across America, in partnership with ONE and the UN Commission on the Status of Women. The documentary "A Powerful Noise" features three extraordinary women creating change in Bosnia, Mali and Vietnam. Immediately after the film, a town hall discussion live from the Kaye Playhouse at Hunter College in New York City will be simulcast in each theatre. Visit [www.APOWERFULNOISE.org](http://www.APOWERFULNOISE.org) for ticket information and updates on this one-night event in honor of International Women's Day.

## **A POWERFUL NOISE DOCUMENTARY SYNOPSIS:**

Hanh is an HIV-positive widow in Vietnam. Nada, a survivor of the Bosnian war. And Madame Urbain works the slums of Bamako, Mali. Three very different lives. Three vastly different worlds. But they share something in common: Power. These ordinary women are each overcoming deep-seeded gender barriers to rise up and claim a voice in their societies. Through their empowerment and the ability to empower others, Hanh, Nada and Madame Urbain are sparking remarkable and unprecedented changes. Fighting AIDS. Rebuilding communities. Educating girls.

Through compelling verité'-style narratives, "A Powerful Noise" takes you inside the lives of these women to witness their daily challenges and their significant victories over poverty and oppression. Their stories are both personal and unique, yet illustrate larger issues affecting millions of marginalized women worldwide.

Many films emphasize the glaring differences between developing and developed nations, creating an "us/them" perspective that minimizes the relevance to Western audiences. However, this documentary captivates viewers because it speaks to the common aspirations, the common abilities that all women share. "A Powerful Noise" is a meditation on the inherent potential of women to change the world.

"A Powerful Noise". The impact of one voice. The power of many.

## SUBJECT BIOS: The women featured in A POWERFUL NOISE



### JACQUELINE DEMBELE

Known as “Madame Urbain” to locals, Jacqueline fights forced labor practices and illiteracy in the slums of Bamako, Mali. Having escaped the dangers of urban migration by attending school herself, Madame Urbain stands up for the rights of powerless girls who are often abused in the workplace or on the streets of the big city. At education centers throughout the city, Madame Urbain’s organization, APAF, provides girls a basic education, teaches them vocational skills, and places them in good jobs to earn money. The group mentors graduates of the centers and provides grants so they can start small businesses as tailors, clothes designers and soap makers. Madame Urbain’s ability to protect and educate rural girls has begun to change perceptions about the importance of education and the role of women in Malian society.

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### BUI MY HANH

Hanh learned that she had contracted HIV after her husband and 5-year-old daughter died from the ravaging effects of AIDS. Bouncing back from despair, Hanh started a self-help group in Northern Vietnam, called Immortal Flower, to give people living with HIV/AIDS a place for support, counseling and health care. The group of six quickly grew to over 130 members in just one year. In a country where HIV/AIDS is regarded as a social evil due to its connection to drug use and prostitution, blameless individuals suffer discrimination from their families and society. As a community advocate and mentor, Hanh provides prevention awareness to the public, as well as medical assistance to affected families. Her goal is to stop the burgeoning AIDS crisis and to prevent stigma and discrimination against survivors.

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### NADA MARKOVIC

Nada is a working mother of three children. As a refugee, she survived the mass genocide of the Bosnian War. Her women’s association, Maya Kravica, is helping ease hostilities between Serbs and Bosniaks (Muslims) in a region marred by war crimes and massive destruction. Under Nada’s leadership, the group is reconstructing communities, integrating schools, supporting poor families and preventing domestic violence so that the country’s children can have a brighter future. Nada is building an agricultural cooperative to offer employment opportunities for war widows, and fair trade markets for families to sell their crops and livestock. Every year, the women’s association showcases their members’ knitting work and agricultural produce at the Raspberry Days Festival, a new tradition that celebrates the progress being made between Serbs and Bosniaks.

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## PANELISTS



PORTRAIT BY  
TIMOTHY GREENFIELD-SANDERS

### **Madeleine K. Albright**

Madeleine K. Albright is a Principal of The Albright Group LLC, a global strategy firm, and Chair and Principal of Albright Capital Management LLC, an investment advisory firm focused on emerging markets. Dr. Albright was the 64th Secretary of State of the United States. In 1997, she was named the first female Secretary of State and became, at that time, the highest ranking woman in the history of the U.S. government. As Secretary of State, Dr. Albright reinforced America's alliances, advocated democracy and human rights, and promoted American trade and business, labor, and environmental standards abroad. From 1993 to 1997, Dr. Albright served as the U.S. Permanent Representative to the United Nations and as a member of the President's Cabinet. She is the first Michael and Virginia Mortara Endowed Distinguished Professor in the Practice of Diplomacy at the Georgetown University School of Foreign Service. She chairs both the National Democratic Institute for International Affairs, and the Pew Global Attitudes Project and serves as president of the Truman Scholarship Foundation. Dr. Albright co-chairs the UNDP's Commission on Legal Empowerment of the Poor, serves on the Board of Directors of the Council on Foreign Relations, the Board of Trustees for the Aspen Institute and the Board of Directors of the Center for a New American Security. Dr. Albright earned a B.A. with Honors from Wellesley College, and Master's and Doctorate degrees from Columbia University's Department of Public Law and Government, as well as a Certificate from its Russian Institute. Dr. Albright is author of three New York Times best-sellers. Her autobiography, *Madam Secretary: A Memoir*, was published in 2003. In 2006, Dr. Albright published *The Mighty and the Almighty: Reflections on America, God, and World Affairs*. Her latest book, *Memo to the President: How We Can Restore America's Reputation and Leadership* was published in 2008.

# A POWERFUL NOISE ♀ Live



**Christy Turlington Burns,  
CARE Advocate for Maternal Health;  
Contributing Editor for *Marie Claire* Magazine**

Christy Turlington Burns has successfully created a diverse and multi-talented career as an entrepreneur, author, role model and spokesperson in the fashion, business and humanitarian spheres. She has graced magazine covers from *Vogue* to *Time*. Today she is CARE's Advocate for Maternal Health and has traveled with the organization to El Salvador, Peru and Bangladesh to help empower expectant mothers with better access to health services. She has a long history of partnering with charitable organizations, such as the Salvadoran American Humanitarian Foundation, the Centers for Disease Control and Prevention, RED and the ONE Campaign.

Ms. Turlington-Burns graduated cum laude with a B.A. degree in Comparative Religion and Eastern Philosophy from New York University. She is a Public Health graduate student at Columbia University's Mailman School of Public Health and is currently directing a feature length documentary film profiling Maternal Health success stories around the world. Ms. Turlington-Burns resides in New York City with her husband and two children.



**Dr. Helene Gayle,  
President and CEO of CARE**

Helene D. Gayle, president and CEO of CARE USA, is an internationally recognized expert on health, global development and humanitarian issues. Dr. Gayle spent 20 years with the Centers for Disease Control, focused primarily on combating HIV/AIDS. Dr. Gayle then directed the HIV, TB and Reproductive Health Program at the Bill & Melinda Gates Foundation. At CARE, she heads one of the world's premier international humanitarian organizations, with programs in more than 70 countries to end poverty.

Named one of *Newsweek's* top 10 "Women in Leadership" in October 2008 and the *Wall Street Journal's* "50 Women to Watch" in 2006, Dr. Gayle has published numerous scientific articles and has been featured in media outlets as diverse as the *New York Times*, *Washington Post*, *Glamour*, *O* magazine, *Ebony*, *Essence*, the *Financial Times*, National Public Radio and CNN. Dr. Gayle was born and raised in Buffalo, NY. She earned a B.A. in psychology at Barnard College, an M.D. from the University of Pennsylvania and an M.P.H. from Johns Hopkins University. Dr. Gayle serves on several boards, including the Center for Strategic and International Studies, ONE, the American Museum of Natural History, the Institute of Medicine and Johns Hopkins University. She lives in Atlanta, GA.

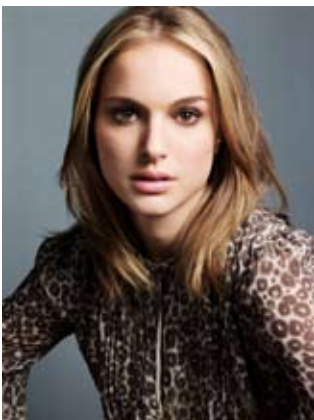
# A POWERFUL NOISE ♀ Live



## **Nicholas D. Kristof** **Columnist, *The New York Times***

Nicholas D. Kristof, a columnist for *The Times* since November 2001, is a two-time Pulitzer Prize winner who writes op-ed columns that appear twice a week. Mr. Kristof grew up on a sheep and cherry farm near Yamhill, Oregon. He graduated from Harvard College and then won a Rhodes Scholarship to Oxford, where he studied law and graduated with first class honors. After joining *The New York Times* in 1984, initially covering economics, he served as a correspondent in Los Angeles and as bureau chief in Hong Kong, Beijing, and Tokyo. In 2000, he covered the presidential campaign, and he is the author of the chapter on George W. Bush in the reference book "The Presidents." In 1990 Mr. Kristof and his wife, Sheryl WuDunn, won a Pulitzer Prize for their coverage of China's Tiananmen Square democracy movement. Mr. Kristof won a second Pulitzer in 2006, for what the judges called "his graphic, deeply reported columns that, at personal risk, focused attention on genocide in Darfur and that gave voice to the voiceless in other parts of the world." Mr. Kristof has also won the George Polk award, the Overseas Press Club award, the Michael Kelly award, the Online News Association award, and the American Society of Newspaper Editors award.

In his column, Mr. Kristof has regularly focused attention on global poverty, health and gender issues, as well as climate change. Mr. Kristof and Ms. WuDunn are now writing a book about women in the developing world due out in September. Mr. Kristof and Ms. WuDunn are the parents of Gregory, Geoffrey and Caroline. Mr. Kristof enjoys running, backpacking, and having his Chinese and Japanese corrected by his children.



## **Natalie Portman** **Actress and Activist**

Natalie Portman has established herself as one of Hollywood's most talented and sought-after actresses. Dedicated to charitable works, Portman speaks to the impact of microloans on the lives of those in developing countries on behalf of FINCA International. Portman became the organization's Ambassador of Hope in 2004, and serves as co-chair of the Village Banking Campaign with Her Majesty Queen Rania Al-Abdullah of Jordan. The Oscar®-nominated actress will next star in *BROTHERS* and *NEWYORK, I LOVE YOU*, and recently wrapped production on Don Roos' *LOVE AND OTHER IMPOSSIBLE PURSUITS*. Portman's directorial debut, the short film *EVE*, premiered during the 2008 Venice Film Festival. Other credits include *CLOSER*, *PARIS JE T'AIME*, *V FOR VENDETTA*, *COLD MOUNTAIN*, the *STAR WARS* prequel series, and *BEAUTIFUL GIRLS*. On stage, Portman starred in James Lapine's *THE DIARY OF ANNE FRANK*, and Mike Nichols' Shakespeare in the Park production of *THE SEAGULL*.

## A STATEMENT FROM THE FILM'S DIRECTOR



In 2006, producer Scott Thigpen hired me to collaborate on a film focused on empowered women making a difference in underprivileged communities around the world. We began a journey to find three women who symbolized extraordinary strength, courage and determination. Women who were making a real difference in the fight against global poverty. Beyond that, we wanted to show what marginalized women and girls can accomplish, if given the chance in the face of great odds.

Initially, as a first-time feature film director, I was excited and awed by this task. There were endless stories of women who are improving their communities and their countries. Ultimately, we found three women who compel viewers to truly empathize with their activism. Each woman has different levels of strength and selflessness that drew me in to their world during filming and continued to astound me in the edit room.

Bui My Hanh has overcome the stigma and discrimination of being HIV-positive in Vietnam and the tragic death of her child and husband to AIDS. Hanh's quiet strength and willingness to bare her soul on camera shows us how she is changing hearts and minds of local citizens to embrace people living with HIV.

The word "dynamic" is the only way to describe Madame Jacqueline Dembele Goita. Known as "Madame Urbain" to locals, Jacqueline is a living, rare example of a female allowed to attend and finish school in the country of Mali. Her fervor for ending the exploitation of migrant girls who were denied an education jumps off the screen.

And Nada Markovic takes the term "working, single mother" to a level that I have never witnessed. Twelve years after unimaginable bloodshed that left Bosnia in ruins, Nada is raising three children and operating a women's association that helps families put aside their ethnic differences to rebuild their communities. Nada's hopeful ideals and real solutions clamor for us to not forget Bosnia.

Documenting the lives of these three remarkable women is one of the most rewarding experiences of my life. I observed firsthand the influence of infinite humanity. Each individual story is an exceptional, startling human journey told through their eyes and in their voice. In the end, the unique perspectives of these three women combine to create an unprecedented film about the power of the human spirit and the potential women have to change the world at large. They just need our encouragement and support, and I hope you will be moved to lend your voice and energy to the solidarity of women around the world.

### **TOM CAPPELLO**

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**SHEILA C. JOHNSON  
EXECUTIVE PRODUCER**



Sheila C. Johnson is an impassioned philanthropist, an entrepreneur with a flair for business, a visionary, and a proud mother of two children.

As CEO of Salamander Hospitality, LLC, Johnson oversees a growing portfolio of luxury properties which include: Market Salamander in Middleburg, VA and Palm Beach, FL, the Woodlands Resort & Inn in Summerville, SC and Innisbrook Resort and Golf Club in Clearwater, FL. As President & Managing Partner of the WNBA's Washington Mystics, and a partner in Lincoln Holdings, LLC, Johnson is the first African-American woman to have a stake in three professional sports teams, including the Washington Wizards and the Washington Capitals

Holding a BA in music from the University of Illinois, Johnson is an avid sponsor of the arts and an accomplished violinist. She presently serves as Chairman of the Board of Governors of Parsons The New School for Design and sits on the boards of VH1 Save the Music, Americans for the Arts, the Curry School of Education Foundation at the University of Virginia, and the University of Illinois Foundation.

She recently established the Sheila C. Johnson Performing Arts Center at the Hill School in Middleburg, VA. As a founder of Black Entertainment Television, her crowning achievement was the development of an award-winning weekly program "Teen Summit," giving teenagers a chance to talk frankly about their critical issues. Since 2006, Johnson has been working with CARE to build solidarity for the worldwide movement to empower women and girls as catalysts for change.

A POWERFUL NOISE is her second film as Executive Producer. Her other film, KICKIN' IT, is an official selection of the 2008 Sundance Film Festival.

**[CLICK HERE TO DOWNLOAD SHEILA JOHNSON'S PHOTO](#)**

## MEET THE FILMMAKERS



### **Scott Thigpen – Producer**

For 15 years, Scott Thigpen has traveled the globe producing stories about the world's people and cultures. His work has garnered nearly four dozen international awards and film festival selections. Thigpen's programs have been seen on ABC, NBC, PBS, Australian Broadcasting Corp., NHK, Canal de História, as well as featured at The Smithsonian Institution, U.S. State Department and other venues. Focusing on humanitarian issues, Thigpen has produced projects for CARE, the International Trachoma Initiative, the Captain Planet Foundation and he co-produced and edited the Emmy Award-winning Holocaust documentary *Burning Questions*. Most recently, he wrote, produced and directed *The Last Child*, airing on PBS stations nationwide.



### **Tom Cappello – Director**

Tom Cappello is a writer, producer and director in the world of documentary film and television. Cappello served as supervising producer on The History Channel series *Deep Sea Detectives*, and wrote and directed multiple episodes. Upon completion of the series, he produced *National Geographic Explorer: Super Sub*, about the submarines of navies around the world. Subsequently, Cappello wrote and field produced an episode entitled *Home Base* about the National Baseball Hall of Fame in Cooperstown, N.Y., for the American Public Television series *Great Museums*. Cappello began his career at Turner Entertainment producing commercial and interactive television for TNT, TBS, The Cartoon Network and Turner Sports.



### **Jennifer Fineran – Editor and Co-Producer**

Jennifer Fineran's film career began at Channel 4 in London and has since spread to three continents. Recent highlights of her documentary work include *Confederacy Theory* for PBS Independent Lens, *The Diary of Bono* and *Chris Tucker: Aiding Africa* for MTV, *Virus Crisis* for the National Geographic Channel, *Creating Shangri La* for the Doris Duke Foundation, and *A Foundation for Peace: Rebuilding Life in Kosovo* for CARE. Fineran edited the Australian feature film *Waste* and episodes of the Emmy Award-winning series *Queer Eye for the Straight Guy* for Bravo. Her work can also be seen on IFC, AMC, A&E, USA Network and The Travel Channel. Fineran holds an M.A. in film studies from Emory University and is a member of the Motion Picture Editors Guild.

**Sheila C. Johnson presents A POWERFUL NOISE**  
**A film by Scott Thigpen and Tom Cappello**

**Director**

Tom Cappello

**Producer**

Scott Thigpen

**Executive Producer**

Sheila C. Johnson

**Editor & Co-Producer**

Jennifer Fineran

**Directors of Photography**

Nick Higgins  
Richard Ladkani

**Original Music**

Miriam Cutler

**Production Manager**

Allison Troxell

**Associate Editor**

Greg Pope

**Assistant to the Producer**

Philip Bentley

**Sound Recordist**

Evan McIntosh

**Main Title & Graphic Design**

BAD Studio

**Art Directors**

Lyn Albers  
Scott Banks

**Editorial Services**

Gypsy Camp Studios

**Assistant Editors**

Tom Fineran  
Bill Glenn

**Post Production Services**

Crawford Communications

**Post Production Supervisor**

Kathleen Fitch

**Re-recording Mixer**

Greg Crawford

**Sound Editor**

Steve Warner

**Online Editor**

Ron Heidt

**Colorist**

David "DC" Cardinali

**Graphics**

Maury Ingram

**Photo Effects**

Chad Farmer  
Jason Johnson

**Production Assistant**

Thanh Hai

**Field Translators**

Mai Huyen Chi  
Mama Diarra  
Maja Gruji  
Yoby Guindo

**Post Translators**

Jesenko Fazlagic  
Svjetlana Jannett  
Nadia Jenefsky  
Aissata Sylla

**Legal Counsel**

Leslie Shad

A Unify Films production in association with Crazy Legs Productions

## PRESENTING PARTNERS



**CARE** is a leading humanitarian organization fighting global poverty. We blend six decades of experience with cutting-edge research to create programs that do more than treat the symptoms of poverty. CARE addresses underlying causes through projects that advance education, improve health, increase economic opportunity, meet emergency needs during and after disasters, and advocate for policies that protect human rights. In nearly 70 countries, women are at the heart of these efforts because, equipped with the proper resources, women have the power to help whole families and entire communities escape poverty.

[www.care.org](http://www.care.org)



**National CineMedia (NCM) LLC** operates the largest digital in-theatre network in North America through long-term agreements with its founding members, AMC Entertainment Inc., Cinemark Holdings Inc. (NYSE: CNK) and Regal Entertainment Group (NYSE: RGC), the three largest theatre operators in the U.S., and through multi-year agreements with several other theatre operators. NCM LLC produces and distributes its FirstLook pre feature program; cinema, lobby and online advertising products; comprehensive meeting and event services and other entertainment programming content. NCM LLC's national network includes over 17,000 screens of which approximately 15,000 are part of the company's Digital Content Network (DCN). NCM LLC's network covers 176 Designated Market Areas® (49 of the top 50). During 2007, approximately 689 million patrons attended movies shown in theatres currently included in the network (excluding Consolidated Theatres and Star Theatres). National CineMedia, Inc. (NASDAQ: NCMI) owns a 42.3% interest in and is the managing member of NCM LLC.

[www.ncm.org](http://www.ncm.org)

The ONE logo is a black circle with the word "ONE" written in white, bold, sans-serif capital letters inside it.

**ONE**

**ONE** is Americans of all beliefs and every walk of life - united as ONE - to help make poverty history. We are a campaign of over 2.4 million people and growing from all 50 states and over 100 of America's most well-known and respected non-profit, advocacy and humanitarian organizations. ONE brings together a growing number of Americans in a historic pact to fight poverty by allocating an additional one percent of the U.S. budget toward meeting basic needs for people in the poorest countries in the world. By signing the ONE Declaration, you can show our leaders that we want to do more to fight global poverty.

[www.one.org](http://www.one.org)

**The UN Commission on the Status of Women** is a functional commission of the United Nations Economic and Social Council (ECOSOC), dedicated exclusively to gender equality and advancement of women. It is the principal global policy-making body. Every year, representatives of Member States gather at United Nations Headquarters in New York to evaluate progress on gender equality, identify challenges, set global standards and formulate concrete policies to promote gender equality and advancement of women worldwide. The Commission was established with the aim to prepare recommendations and reports to the Council on promoting women's rights in political, economic, civil, social and educational fields. The Commission also makes recommendations to the Council on urgent problems requiring immediate attention in the field of women's rights.



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WNBA  
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Women in Technology International  
Women's Radio  
World Wings International  
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**KEY PHOTOGRAPHY**

Key photography (6x8 300dpi RGB jpeg) is available for download via the links below



**MALI  
MADAME URBAIN AT APAF GRADUATION CEREMONY**

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**VIET NAM  
HANH VISITING AIDS PATIENT**

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**BOSNIA  
NADA WORKING ON FARM**

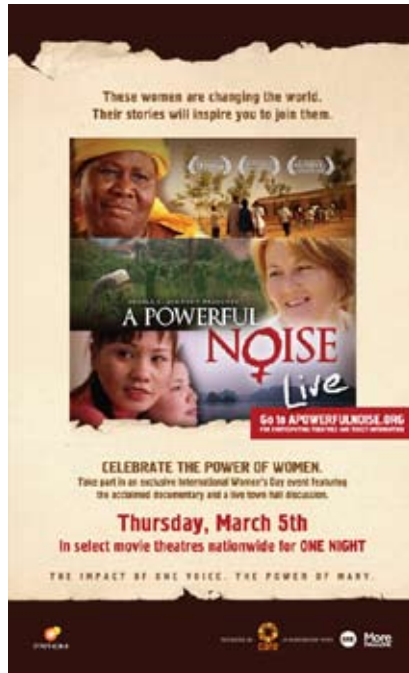
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**ADDITIONAL IMAGES AVAILABLE UPON REQUEST**

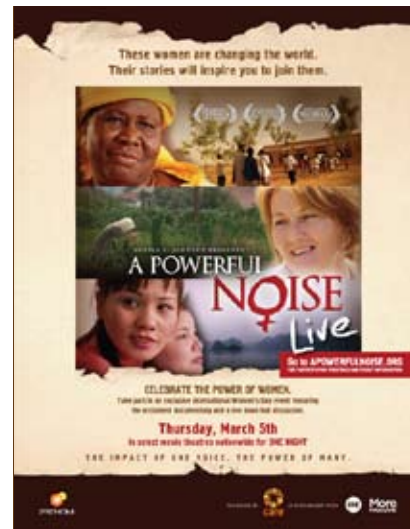
# PRESS MATERIALS

# A POWERFUL NOISE ♀ Live

## MARKETING MATERIALS

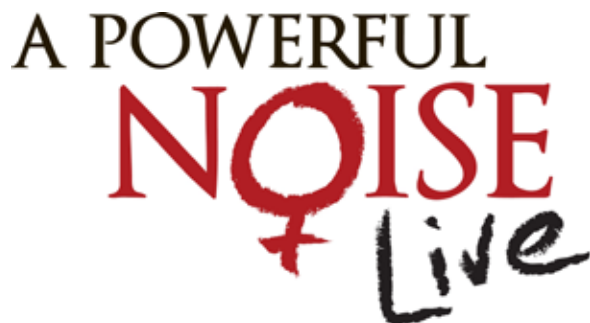


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