



A two-hour global event to
raise awareness about the issues facing our planet's water

The Global Event

Under the theme **Moving Stars and Earth for Water**, the Poetic Social Mission is a special two-hour program that raises awareness about the issues of water in the world today from a variety of perspectives. On **October 9, 2009 at 8:00 p.m. EDT (GMT-4)**, this live event will be presented around the world by a global community of artists representing all cultures and creative disciplines and well-known personalities. Celebrated around the planet, the artists are singers, actors, filmmakers, photographers, dancers, acrobats, poets, etc. What they all have in common is a concern regarding access to water and a desire to illustrate this in their own distinctive way.

The artistic core of the show is a poetic tale written especially for the occasion by renowned novelist and Man-Booker Prize-winner Yann Martel. The tale will be gradually revealed as the program takes us through 14 cities around the world on a journey that begins in Montreal and ends in Moscow.

Program Sequence

Below is the sequence of segments as they will unfold, in chronological order. During the October 9 broadcast, the order of segments may vary without notice.

The Opening

From the International Space Station (ISS), Guy Laliberté presents the Poetic Social Mission: artists and personalities uniting to express their concerns about water and how this precious resource inspires them. He outlines the content of the program and explains the stage-by-stage unveiling of the poetic tale at the heart of this artistic endeavor. He introduces former U.S. Vice-President, the Honourable **Al Gore** and award-winning scientist, environmentalist **Dr. David Suzuki**.

Al Gore delivers a visual presentation on the threats to mankind's access to water and the security of our planet's ecosystems.

During a discussion of water points, **David Suzuki** presents a comparative display of images revealing the stress bearing down on our water resources.

1. Montreal

Canadian astronaut **Julie Payette** joins internationally celebrated author **Yann Martel** to read the first part of the tale in English and French. **Cirque du Soleil** stages a unique poetic performance to the original music of composer **Simon Carpentier** at TOHU. Inspired by First Nations myths and legends, the segment features acrobatic aerial acts and Inuk singer **Élisapie Isaac**.

2. Johannesburg/Durban

Nobel Peace Prize winner **Wangari Maathai** and musician, writer, video-writer and human rights advocate **Peter Gabriel** read a paragraph of the tale, linking water and education. World-renowned musical group **Ladysmith Black Mambazo** performs on a boardwalk by the sea.

3. Rio de Janeiro

Brazilian musical icon and environmental advocate **Gilberto Gil** reads the next line of the tale, on protecting the planet's ecosystems. A special event featuring Gilberto Gil and musical group **Empolga às 9** takes place at Fundação Progresso.

4. Paris

Environmental advocate **Maud Fontenoy** reads the next part of the tale, calling attention to global water pollution. In a video clip, French superstars **Garou** and **Patrick Bruel** are joined by **Jean-Jacques Goldman**, **Lorie**, **Michel Fugain**, **Natasha St Pier**, **Hélène Ségara** and **Zazie** to sing the words of Luc Plamondon to projections of images of **Yann-Arthus Bertrand's** critically acclaimed environmental film "Home."

5. Mexico City

Leading actor, director and producer **Salma Hayek** reads the next part of the tale, emphasizing the importance of water in agriculture and food security (feeding the planet). This will be followed by a performance by singer **Lila Downs** at the Gran Hotel overlooking Zocalo Square.

6. New York City

Singer-songwriter, performer **Shakira** delivers the next paragraph of the tale, on the life-sustaining powers of water. This will be followed by a surprise performance in one of the most exhilarating venues in the world.

7. Sydney

Conservationist and TV host **Bindi Irwin**, daughter of beloved Australian wildlife expert Steve Irwin, reads the next segment of the tale, calling attention to our threatened lakes and rivers. Leading Australian soprano **Tiffany Speight** performs at The Studio, Sydney Opera House against a backdrop featuring the work of award-winning photographer **Peter Lik**.

8. London

Activist and Senior Advisor on water to the President of the United Nations General Assembly in 2008/2009, **Maude Barlow** recites the next part of the tale, emphasizing access to water as a fundamental human right. English soul and R&B singer **Joss Stone** performs.

9. Marrakesh

Poet **Touria Ikbal** reads the next paragraph of the tale, addressing the relationship between women and water in the developing world. Morocco's most popular rap group **Fnaire** performs in a public place.

10. Mumbai

World-renowned Indian environmentalist **Vandana Shiva** reads the next segment of the tale, on the spiritual properties of water. In a video clip, Academy Award-winning composer **A. R. Rahman** performs one of his most celebrated songs in a moment specially created for the Poetic Social Mission.

11. Osaka

Tetsuko Kuroyanagi, UNICEF ambassador for the protection of children, reads the next part of the tale, on the crisis of melting polar ice caps.

Multidisciplinary Japanese pop star **Tatuya Ishii** delivers an early-morning performance at the Twin21 Atrium. Environmental activist and filmmaker **Jean Lemire** provides stunning visual imagery.

12. Santa Monica

Leading actor **Matthew McConaughey** reads the next part of the tale, a tribute to the living animal populations of our oceans. **Gregory Colbert**'s etude on water "Ashes and Snow" will be presented in a most unique venue.

13. Tampa

Bono and **Guy Laliberté** engage in a space-to-earth conversation.

14. Moscow

A group of children, our inspiration for a brighter future, reads the next part of the tale. A performance is presented in Moscow's famous State Academic Maliy Theatre featuring Bolshoi Ballet principal dancer **Nikolai Tsiskaridze** and including the participation of a group of children and **Cirque du Soleil**.

15. International Space Station

Guy Laliberté introduces Canadian astronaut **Julie Payette**. Julie, Guy and others aboard the ISS discuss the importance of the scientific research conducted on board the ISS over the years, specifically addressing its focus on water issues.

Conclusion – International Space Station

Guy Laliberté delivers closing words from the ISS, issuing his clarion call to action—All for Water and Water for All—and expresses his gratitude and appreciation for the efforts of the many thousands involved in this unique global happening.

Credits and a video montage of highlights from the performances, accompanied by vignettes of **Guy Laliberté** handling water in the magical anti-gravity environment of the ISS.