

GETSMART PRODUCTIONS

The Mission

**THE ULTIMATE
REALITY TV ADVENTURE**

*One billion men, women, and children live with chronic hunger around the world. Millions are starving to death today—they will die soon and no help is in sight which can realistically intervene. With skyrocketing fuel and food prices, our problems are now growing exponentially. We have true leaders working on the front lines of this challenge, but they need our help! As in New Orleans after hurricane Katrina, these victims can't wait for a miracle to fall out of the sky. In the movie *Virus*, Dustin Hoffman pursued solutions which would save the life of his wife today. We must take action with the urgency of the situation in mind—as if it is we who are the one facing death. America has at its disposal more wealth than any civilization in the history of humankind—we can do it! The time is now! The payoff to us all will be significant.*

With a citizenry who has the will, there is a way! Without that, there isn't!

Here is a plan which can benefit all and pioneer a path to success.....



www.TheMission.TV

TWO CULTURES.
TWO KILLERS.
ONE SOLUTION.

In America, the number one killer is *preventable* heart disease, which ends the life of one American each minute. Over 80 million have been diagnosed with *hyper-tension* and over 90% of us develop this problem in our lifetimes. Two hundred million of us are overweight and our kids are on the wrong track too. *We simply have too much.*

In Africa, hunger kills one person every three seconds. And hunger can lead to acts of violence as people struggle to survive with insufficient resources. In Darfur, 400,000 have been killed and millions of men, women, and children are homeless and starving *now.* *They simply don't have enough.*

Isn't there a way to join forces so
each culture has exactly what it
needs when it needs it?

As a matter of fact, there is a way. It starts with you. And television.

The Mission and *The Health Project* emerged from a growing recognition that we'll never improve our world until we utilize television to inspire millions of people to become personally dedicated to implementing solutions ... solutions that are readily available but are ignored. During World War II, everyone made sacrifices and there was coordination between the federal government and the people. Everyone recycled. Everyone gave up butter and coffee. Victory gardens were planted, food was shared. Radio and movies were used to communicate with, inspire, and mobilize the public.

Today, we can bring about an even bigger, better result through television.

One Solution For Many

Both *The Mission* and *The Health Project* will have a single overall mandate—to bring the urgently needed Mission Statement of *The One Campaign* into reality...

The One Campaign has the ambitious goal of “ending poverty globally” and was established by Bono, Bill Gates, Brad Pitt, George Clooney, Jack Valenti, Pat Robertson, Tom Hanks, Salma Hayek, Antonio Banderas, Penelope Cruz, Jamie Foxx, Kate Hudson, Jewel, Susan Sarandon, Cameron Diaz, Al Pacino, and many others, along with over 50 top international aid organizations. www.One.org

Imagine all the people of *The One Campaign* pictured together on billboards which simply say:

“On December First, Take a Stand!”

One solution can work for both the 200 million overweight Americans and the starving people of the world. By linking these two problems in a mutually beneficial way, our problem will become their cure—when millions of people become inspired to participate in turning *The One Campaign's* Mission Statement into reality. The overabundance of food which is killing us can save them—in return giving us the inspiration we need to get healthy!

Television is a powerful and far-reaching medium that can educate and motivate millions at a time around the globe. *The Mission* and *The Health Project* will utilize this medium as prime time reality shows by engaging viewers to bring awareness and win the support of concerned world citizens.

Bill Gates has said that if the starving people of the world were in our back yards, we would be moved to act and provide assistance. He believes it is the responsibility of the American media to educate the public about the plight of people around the world—in a way which inspires them to help.

“Not everything that is faced can be changed.
But nothing can be changed until it is faced.”

—James Baldwin

These television programs will be about *people on a mission*. The intention of *The Mission* and *The Health Project* is to lift millions of people out of poverty with the dedicated support of viewers.

The Mission

The Mission TV show will serve as a vehicle for *The One Campaign* by following the creation, development and implementation of the plan to accomplish its goal of eradicating poverty globally. *The Mission* will make it possible for millions to see, feel, and understand what we can do together: assist people in crisis with generous aid and hands on support.

In *The Mission*, participants will create 10 generously funded poverty eradication projects around the world. Viewers will be able to follow and participate in the creation and implementation of a reality TV adventure series aimed to motivate America and the world.

The Health Project

The Health Project Reality TV Challenge is designed to inspire millions—as teams, as families, as partners—to become strong and fit with healthier eating habits, exercise, and by reducing stress. One hundred participants will attend an intensive 12-week health education program to learn how to live an optimally healthy lifestyle. Their goal will be to inspire viewers to commit to changing their lives for the better. As millions of viewers become healthy and lose weight, Mission Commanders will arrange to purchase excess U.S. food stocks and add to the aid being delivered through Mission Projects.

“Maybe you feel like you have no real power to change anything, but the truth is that you watching right now are the only hope that all of these people have. I want you to see what is possible, when you our viewers come together.”

—Oprah Winfrey on the genocide crisis in Sudan, Africa—April 26, 2006

As Arthur Ashe so eloquently put it, “True heroism is unremarkable, sober, very undramatic. It is not the urge to surpass all others at whatever cost, but the urge to serve others, whatever the cost.” We enjoy movies about heroes, but we rarely get the opportunity to live as one ourselves. Through *The Mission*, Americans of all ages will have the opportunity to turn their own Health Project into one that permits them to be heroes.

The Mission and *The Health Project* will serve as portals of communication between the people of the United States and those in countries facing and dealing with crisis—linking us together in a mutually beneficial way.

It’s all about empowerment—ours and theirs. We must help others on a global scale for the good of future generations. Healthy living today promises a long and happy life tomorrow for all of us.

We can work together and make *The One Campaign* a success.

We can make it happen! We need your help. Right now.

Best regards,

Christopher Bennett, *Getsmart Productions* Los Angeles, (310) 704-2864

P.S. Each of the ten Mission Projects will deliver \$100 million dollars of material aid, food and other assistance. Corporate sponsors will be invited to support Missions with advertising dollars and mission-useful product donations. Viewers will be invited on volunteer vacations to support projects with hands on assistance. This will be the opportunity to move beyond talking about our dreams to turning them into reality.

“I get angry all right—but at myself and our inability to tell the story, to get the news out that this need not be a burden but instead an adventure.”

—Bono, with Bill and Melinda Gates
Time Persons of the Year—2005
The One Campaign To End Poverty Globally

“I believe that if you show people the problems and you show them the solutions they will be moved to act. We can do this and when we do it will be the best thing that humanity has ever done.”

—Bill Gates
Live 8 Concert—July 2nd, 2005

“If we turn our heads and look away and hope that it will all disappear then they will—all of them, an entire generation of people. And we will have only history left to judge us.”

—George Clooney—April 30, 2006,
The Save Darfur Coalition

“Books, television, and movies have infinite potential to change the world.”

—Ashley Judd, National Press Club speech

“The First Amendment is most precious, and yet it’s meaningless to people when they don’t practice it. Our Forefathers went to the trouble of creating this amendment so people could speak out, but few use it.”

“Congress, the media, educators, judges, and all other potential whistleblowers have no platform from which to be heard due to the discrediting of opposing views. Toxic air and water, land and species preservation, deficits, homelessness, illiteracy, prisons bursting at the seams—where are the spokespersons?”

“What this nation sorely needs is new moderate leadership that will unite the country and get us back on track with some well-thought-out, long-term solutions to our real problems. *The mission* would be to focus on our most pressing ones and make the kind of progress that succeeding presidents can build on.”

“America can no longer afford to be apathetic and uninformed. It’s time to put democracy back to work.”

—Ed Asner
Misuse of Power—2005

“You start to wonder, with all of these things, what does it take us as an international community to just get together and say it just has to stop, and it has to stop now.”

—Angelina Jolie

“A diet of bad news served up on a daily basis has a bad effect on us—and I’m speaking medically. Among other things, it raises our blood pressure. And that’s true even if we don’t think it’s true, or don’t think much about it at all. Even if we tell ourselves and our friends, ‘Oh, I read the paper every day and watch the six o’clock news, and it doesn’t upset me.’ Can you feel your blood pressure go up when you read about the nuclear buildup in Europe, or a gang rape, or an airline crash? Or can you feel your gut tighten? You may think you’re immune to bad news and that it doesn’t affect you. But when you read about an overturned school bus a thousand miles away, to a certain extent your body mimics the terror you would feel if that bus had your children on it. You’re really not immune—bad news does take its toll on your health.”

—Cleaves M. Bennett, M.D., UCLA www.NoMoreMedicines.com