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First-Ever “50/50 Day” Challenges Us All To Make 100% Commitment To Gender Equality

~ *Wednesday, May 10, 2017* ~

Prominent Global Leaders Go All In For A LiveCast Discussion On What It Will Take To Get To A Gender Balanced World

NEW YORK (April 11, 2017) – Film Studio *Let It Ripple* today announced the **first-ever 50/50 Day** with thousands of events around the globe in companies, schools, museums, and homes – wherever people already gather – all screening the same film and joining an interactive worldwide LiveCast Q&A featuring prominent thought leaders talking about gender imbalance in different parts of society. Scheduled for **Wednesday, May 10, 2017**, 50/50 Day is a revolutionary global initiative based on the unique model of another global day the team founded, Character Day, which last year had over 93,000 screenings in 125 countries and all 50 states. This time, they are taking on gender equality.

Spearheaded by Emmy-nominated filmmaker, thought leader and founder of The Webby Awards Tiffany Shlain, 50/50 Day goes far beyond politics and boardrooms, to explore how a more gender balanced world is better for everyone.

On May 10, groups around the world will gather and engage with the following:

- Screen *Let It Ripple's* acclaimed 20-minute film "[50/50: Rethinking the Past, Present, and Future of Women + Power.](#)" that examines the 10,000-year history of women and power – from heartbreaking setbacks to tremendous triumphs to the moment in which we now find ourselves looking toward the future at what it's going to take to get to 50/50.
- Use free printed discussion kits that include the poster “Getting to 50/50 for organizations, companies and schools” and 48 discussion cards for all environments and all age groups.
- Tap into a 24-hour global LiveCast Q&A that brings together thousands of film screenings and prominent leaders from extraordinarily diverse perspectives; topics will center on achieving a more gender-balanced world in all segments of society – business, politics, culture, society, home, et al.

“50/50 Day is about bringing this conversation about the benefits of gender equality to where the change needs to happen – in businesses, institutions, schools, homes, and in a very entertaining and accessible way so everyone can both engage with the subject and take ownership to move things forward. We need to both feel the strength of all that we have achieved, and double down on our efforts of what needs to happen to truly get to a more gender balanced world,”

said **Tiffany Shlain**, co-founder of 50/50 Day and founder of the Webby Awards. “We provide the film, the discussion kits and link all the screenings together with a global Q&A online that provides an exciting framework for the day.”

There are more than 3,400 screenings scheduled so far with public events taking place at spaces like The National Museum of American Women in the Arts in DC, The Leonardo Museum, events in Stockholm, London, Canada and many more. Refinery29, LucasFilms, and British Airways (which will be featuring the 50/50 film on their flights) are also confirmed to participate, along with organizations spanning the top tech companies, museums, schools, universities and libraries, as well as homes around the world.

Many prominent leaders will be participating in 50/50’s LiveCast Q&A that all screenings can tap into to watch and ask questions. The list of speakers is available at <http://www.letitripple.org/films/50-50/5050-day-speakers/>. Everyone is welcome to create their own distinctive event at any time of the day and in any place on Wednesday, May 10, 2017.

Please join the conversation and global initiative by signing up (it’s all free and takes 2 minutes) at 50-50Day.org now.

About 50/50 Day

On May 10th, join thousands of organizations, companies, schools, museums, libraries and homes – anywhere people already gather – in a global conversation about what it will take to get to a more gender-balanced world in all sectors of society: business, politics, culture, home, and more. 50/50 Day is based on the model of the annual Character Day, which had over 93,000 events in 125 countries and all 50 states in 2016. One of the centerpieces of 50/50 Day is the film, *50/50: Rethinking the Past, Present & Future of Women + Power*, directed by Tiffany Shlain, written & produced by Tiffany Shlain, Sawyer Steele, and Julie Hermelin. Thanks to ongoing generous donations, participation is free to all. Visit www.letitripple.org/films/50-50/5050-day to learn more.

About Let It Ripple

Let It Ripple’s mission is to use film, technology, discussion materials, and live and virtual events to engage people in conversation and action around complicated subjects that are shaping our lives, and updating these topics through an engaging, accessible, 21st-century lens. Over the past ten years, the team has created and distributed 28 films, engaged more than 50 million people in dialogue, and created a new way of making films called “cloud filmmaking,” where films are made collaboratively with people from all over the world and organize global days of screening, conversation and action.

Helmed by Tiffany Shlain, Emmy-nominated filmmaker, thought leader and founder of The Webby Awards, Shlain has had four films premiere at Sundance, has won more than 80 awards, and has had four of her films selected by The U.S. State Department to screen at embassies around the world to foster dialogue across borders.

Find out more at <http://www.letitripple.org>.

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