



Avenue A | Razorfish Partners with Pangea Day, a Global Film Event

Global live broadcast to reach millions through the Internet, television and mobile phones

New York, NY ([PRWeb](#)) May 8, 2008 -- On May 10, 2008 - [Pangea Day](#) - at 18:00 GMT, millions of people all over the world will come together to watch a 4-hour program of short films, coupled with talks from CNN's Christiane Amanpour and Queen Noor of Jordan, among numerous others. The program will also include live music, including performances by Bob Geldof, The Eurythmics' Dave Stewart, and Iranian rock band Hypernova.

This one-of-a-kind event, curated by the prestigious TED (Technology, Entertainment and Design) Conferences, is coming to fruition with the help from several partners including web-development and online marketing partner [Avenue A | Razorfish](#).

Inspired by the 2006 TED Prize wish of documentary filmmaker Jehane Noujaim, Pangea Day aims to bring the world together and promote understanding and tolerance through film. Pangea Day is a celebration of what unites us, rather than what divides us.

"In a world where people are divided by borders, differences and conflict, it's easy to lose sight of what we have in common," said Noujaim. "Pangea Day seeks to overcome that, to help people see themselves in others - through the power of film."

Noujaim and a panel of jurors from the film community selected 24 short films from an international competition that generated more than 2,500 submissions from 100 countries. They were chosen based on their ability to inspire, transform, and help us see the world through another person's eyes. Details on the selected films can be found [here](#).

Nearly 3 million people have viewed 52 promotional videos since last September. And celebrities such as Cameron Diaz, Goldie Hawn, Meg Ryan, Forest Whitaker, and Robin Williams have all expressed their support.

Live broadcasts will take place simultaneously in Cairo, Kigali, London, Los Angeles, Mumbai and Rio de Janeiro. In addition, people around the world who believe in film's power to inspire are signing up to host Pangea Day watch parties. Already, thousands of people have registered as "Friends of Pangea Day" in nearly 100 different countries.

Pangea Day will be one of the most extensive experiments in community-building ever conducted on the Internet. Representatives of TED and Avenue A | Razorfish will be blogging live from all six broadcast locations. In addition, Pangea Day organizers are inviting audiences from around the world to post comments on its blog in an effort to create a global conversation around these films and their universal themes.

"We want Pangea Day to show how the Web can serve as a powerful force in getting people together around shared passions," said Joe Crump, vice president of strategy and planning for the Northeast Region of Avenue A | Razorfish, which donated its creative services and built the web site ([pangeaday.org](#)). "It's a wonderful thing when the Web can foster human interaction on a local and global scale."

Indeed, Pangea Day offers many ways to get involved:

1. Become a friend of Pangea Day on [Facebook](#), MySpace or Ovi (or all three!)
2. [Host an event](#)
3. [Attend an event](#), using Google maps to find a host near you
4. [Watch online](#)
5. [Watch on your mobile phone](#)
6. [Share your own Pangea Day experience](#)
7. [Contribute to the conversation](#) by posting comments May 10 on the Pangea Day blog
8. [Watch clips from the films after Pangea Day](#) and see the winners of the Nokia Mobile Filmmaking Awards

About Pangea Day

Inspired by the 2006 TED (Technology, Entertainment, Design) Prize win of documentary filmmaker Jehane Noujaim, Pangea Day endeavors to bring the world together and promote understanding and tolerance through film. Pangea Day is a celebration of what unites us, rather than what divides us. Movies can't change the world. But the people who watch them can. After May 10, Pangea Day organizers will facilitate community-building activities around the world by connecting inspired viewers with organizations doing groundbreaking work. For more information, please visit pangeaday.org.

About TED

TED is an invitation-only event where the world's leading thinkers and doers gather for inspiration and insight. TED stands for Technology, Entertainment, Design -- three broad subject areas that are, collectively, shaping our future. Each year, TED features 50 of the world's most fascinating people. TED presenters run the world's most admired companies and design its best-loved products; they invent world-changing devices, and write best-selling books. Collectively, they have won every major prize awarded for excellence, including the Nobel, Pritzker, Pulitzer, Oscar, Grammy, Emmy, Tony and Macarthur "Genius" grant. TED was first held in Monterey, CA in 1984. In 2001, Chris Anderson's Sapling Foundation acquired TED from its founder Richard Saul Wurman. Visit ted.com for more information.

About Avenue A | Razorfish™

Avenue A | Razorfish is one of the largest interactive marketing and technology services agencies in the world. The company helps industry leaders such as Starwood Hotels, Kraft, Ford Motor Company and Carnival Cruise Lines use digital channels to acquire and service customers. Avenue A | Razorfish's full suite of digital offerings includes online advertising, Web site design and development, email and search engine marketing, emerging media strategies, and enterprise portal development. Its award-winning client teams have a great understanding of customer needs and provide solutions through distinct business disciplines, which include: analytics, strategy, technology, media, creative design and user experience. Avenue A | Razorfish has offices in markets across the United States, and global operations in Australia, China, France, Germany, Japan and the United Kingdom. Visit avenuea-razorfish.com for more information.

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