

CHAMPIONS FOR US ALL

A 1-hour, High Definition documentary on the future of wildlife conservation.



This adventurous film tackles 3 questions:

What is the current diversity of life on Planet Earth?

Who are today's Champions searching for this diversity of life?

And is there hope for the new strategies of protecting the wonders of nature?

The Big Picture

Shoulder High Productions, in cooperation with Conservation International (CI), is producing a high-definition documentary on an exciting new perspective in wildlife conservation and research. *Champions for Us All* will use the powerful medium of television to bring international attention to critical problems and dramatic stories of hope.

Fundamentally, the way we approach conservation needs to change. Conserving wildlife by attempting to isolate it from humans is an incomplete and failing solution. *We cannot continue to ignore the concerns of humans in those ecosystems.*

Fortunately, other options are beginning to appear. Conservation International, the world's premiere institution for conservation, has a mission to show that human societies are able to live harmoniously with nature. To this end, CI has developed the **Rapid Assessment Program (RAP)**. RAP is charged with the task of rapidly gathering data on an ecosystem, analyzing that data, and finally making plans on how to conserve those ecosystems without alienating human interests. But CI recognizes that getting this information out is the key to real change, which is where *Champions For Us All* can help.

We Need Your Help!

Once you review our brochure, we hope you'll be compelled to contribute to our fundraising goals.

Biodiversity

The variety of life on planet Earth: the sum of all plant, animal, and microbial species, their genetic diversity, and their host ecosystems. Harvard biologist, **E.O. Wilson** coined the term and believes that humanity has only documented a fraction of the true diversity of life. It is important to know more because all life is interconnected and we need to understand the ramifications of our demands on the planet.

Earth's biodiversity is under threat.

Biologists estimate that we are losing 20,000 species a year and here's why:

- Unsustainable consumption of natural resources
- Unwise distribution of regionally-derived profits
- Underdeveloped environmental values

These factors lead to destruction through unsustainable farming, resource extraction, habitat destruction, wildlife hunting, illegal pet trade, and the introduction of non-native species.

Individuals, corporations, and governments all take part in these actions as a result of poverty, greed, or violent civil unrest.



THINK
FEEL
ACT

CHAMPIONS FOR US ALL

A 1-hour, High Definition documentary on the future of wildlife conservation.

The Film

Champions for Us All is a one-hour HD documentary profiling the newest strategies to save Earth's biodiversity. A unique combination of human drama and scientific quest, it will take us to the most spectacular locations in the world while illuminating the issues of modern conservation research and spurring us to action.

Using the world-class biologists of the RAP team as our hosts, we will travel from the jungles of West Africa to the pristine waters of Venezuela's Paragua River, and even the coral reefs off Papua New Guinea. In each location, we will join the race against time to uncover the mysteries of that ecosystem and what they must do to protect it. Each location faces a different threat - from governmental instability to corporate exploitation or misuse on a community level.

But the journey doesn't stop there. Unlike other conservation films, **Champions for Us All** goes further - exploring how conservation and human interests can work together. Whether that be high-stakes negotiations with a mining company or working with a tribe on new farming techniques, **Champions for Us All** will show us how and why we must all work together to save our planet.

make a difference today!

Join the Team with your financial support

Documentary films are only as powerful as the communities that are formed in their creation and in their viewing. Without an alliance of vision, skills, and resources, we will lose this outlet for social change. SHP needs your support.

Our immediate goal is to raise \$100,000 in private donations.

This amount will be used to film the first two RAP expeditions, and thereafter create a trailer. This trailer is essential to apply to foundations for major funding and partners for distribution.

3 Ways to Contribute:

1. online - www.shoulderhigh.com
2. mail a check* payable to
Bay Area Video Coalition
Attn: Fiscal Sponsorship
2727 Mariposa Street, 2nd Floor
San Francisco, CA 94110

3. Refer a Friend

*print out the fiscal sponsorship support form found online at www.shoulderhigh.com and fill in the memo area of your check with "Champion For Us All" when you send it in.

Thank you for your
Empowering Contribution!

Filmmakers & Partners

Christopher Baldwin

Producer/Director

President of Shoulder High Productions,

Chris has shot for broadcast science documentaries and worked on award winning fiction and nonfiction films. With extensive field background in Africa, Chris has devoted himself to creating media about wildlife conservation, human rights, cultural preservation, and environmental sustainability.

Sandya Viswanathan

Co-producer/Writer

An accomplished documentary filmmaker whose productions have aired on PBS, HBO, and The History Channel. She has traveled the world for UNICEF and relishes this opportunity to use her talents for social change.

Bruce Norfleet

Production Advisor/Consultant

An Award Winning, Independent Executive Producer, formerly with National Geographic TV & Film.

Endorsements

Conservation International (CI)
Bay Area Video Coalition (BAVC)



Questions? Contact Chris Baldwin
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