
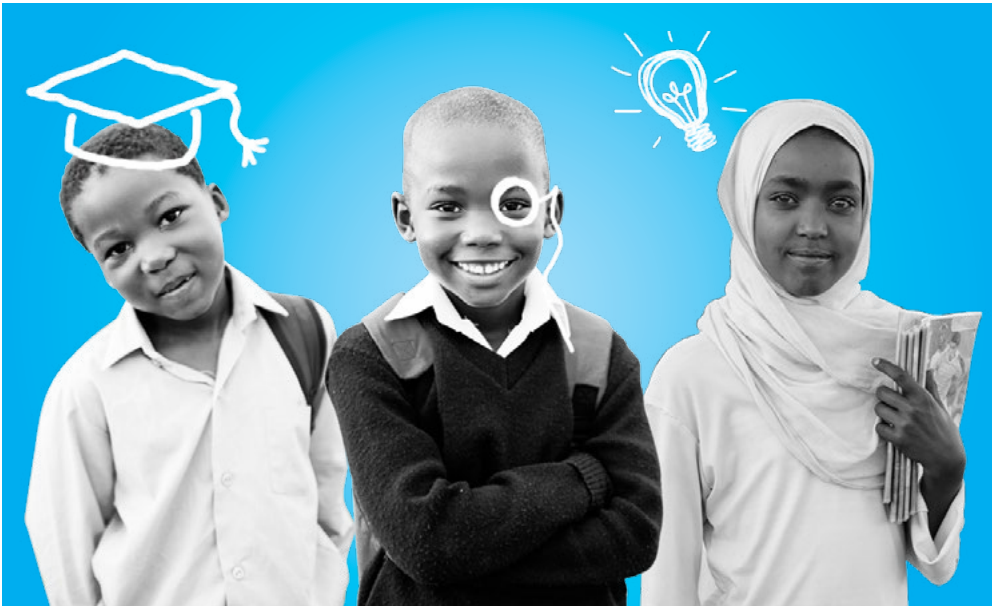


POTENTIAL TO CHANGE THE WORLD

**264 MILLION KIDS
PACKED WITH POTENTIAL**



**INTO 264 MILLION
FUTURE GENIUSES**



The positive impact of sending 264 million kids back to school and how it directly relates to the viewer, and our world, is told through a montage of Unicef footage, stylized infographics, and graphic cut-outs.

VO:
Back to school time we’re reminded the importance of education

And how it can make the world a better place

But not just education in your nation, your state, under your roof

Not just your kids

All kids around the world

264 million to be exact

Think what the world could be like if all those kids are educated

In the next 20 years instead of having...
300,000 sick, we’ll have 300,000 doctors

Instead of 620,000 homeless, we’ll have 620,000 engineers

Instead of 25,000 kids on the wrong side of the tracks, we’ll have 25,000 educated citizens

“But 264 million kids! That’s the population of New York City (times 33) I can’t handle all of that...”

Good news, you don’t need to! Just donate 1 backpack packed with potential, and be part of Unicef’s mission to educated 264 million future geniuses

Kids that could solve big world issues, like, global warming, the next global health epidemic, hunger, famine, and the list goes on...

Want to leave the world better for your kids?
Pack them with potential

Donate a Unicef backpack today at unicef.org/futuregenius!

ONE GLOBAL CLASSROOM



We start the film on a familiar American school scene: Students sitting at their desks looking at the PA system, or the bell ringing and all of them scattering into their classrooms. The principal starts his morning announcement over the PA system.

We cut to scenes of kids in Unicef schools in underdeveloped countries, filled classrooms, kids walking with Unicef backpacks, reading, writing their hands, etc.

We cut back to familiar school scene: A classroom of kids chatting over the principal's announcement and throwing papers.

VO (Announcement over PA system):

Good morning, Boys and Girls...

And welcome to what will be our greatest back to school year!

As Nelson Mandela would say, "Education is the most powerful weapon which you can use to change the world."

Who knows! Sitting in those seats might be a future Serena Williams, Amal Clooney. Or, a Warren Buffet, Tyson Chandler or Stephen Hawking. After all, every genius started out in a classroom.

Now for one of the most exciting things to ever happen at our school...

Unicef wants to supply all 264 million kids in attendance here with backpacks. Each one packed with potential so each of you can reach yours.

You see, as simple as pencils and notebooks may seem, they open up a world of possibilities for each and every one of you.

And, you can't write history without a pencil now can you?

So welcome back, Kids! It's going to be the greatest year yet.

Donate a backpack packed with potential to a student at unicef.org/futuregenius

