



α λαμπρή, σεληνιακή επίδειξη ενδυμάτων! Μικροί Δίτις! Σημειώστε!

ΜΑ CELEBRITY CHARITY

“You’re Invited!”

**What:** A Reality Series

**Where:** Celebrity Hometowns

**When:** Primetime

**Why:** For Charity!



# My Celebrity Charity

Produced by

Richard Friedman, Michael Dietz & Shane Aaron



## Introduction

Small towns across America have held the honor of being the birthplace to some of the most famous celebrities in this country. It's where they grew up, learned to ride a bicycle and had their first kiss. To many celebrities, these towns hold tons of childhood memories and will always be considered home.

This weekly one hour reality series will take these celebrities back to their hometowns to give back, by hosting a designer charity event bringing a little bit of Hollywood and good fortune to a community that has cherished and idolized them over the years. In collaboration with one of our five professional event planners, these celebrities will help build an innovative and out-of-this-world fundraising event, with the goal of creating awareness and raising as much money as they can for a local charity of their choice.

How will these hometowns receive them? Will they be able to reconnect and fit in? Who will come out of the woodwork? Perhaps an old high school sweetheart, or a class rival, or maybe even the neighborhood bully. Only time will tell. We follow our celebrity's trials and tribulations as they struggle to get their community involved, all the while reconnecting and mending relationships with old friends and neighbors.

By working together with their selected event planner and team, they are challenged to create a themed fundraising event that is specific to the charity and hometown by only using materials and services found in the local community. Can our design duo pull it off? Will these towns accept our offer and rise to the challenge? How will the town react to attending a celebrity filled red carpet event? The clock is ticking as we only have five days to do what normally takes months of preparation.

Week to week our audience will tune in to this multi-level show to see what towns their favorite celebrities are from, and to see what drama our event planners will find themselves in. They will be drawn in by the appeal of the innovative event designs, intrigued by our hometown characters and captured by our tear jerking charity storylines. With the success of Extreme Makeover, HGTV and The Style Network, we know that people love to watch designer shows. Having our storylines touch our audience on an emotional level will add even more to the appeal of this show.

# Show Format

## THE OPENING

Our show begins flash forward with our featured celebrity all dressed up being driven in a limousine to the site of our charity event. They are literally moments from arrival. Our celebrity speaks directly to camera and introduces our episode by saying, “Hello, I’m *(name)*, and my celebrity charity is *(charity)*.” They continue by introducing us to their hometown and tell us why this particular charity is so important to them. Pulling up to the red carpet, the excitement builds as our celebrity can see, through tinted windows, tons of adoring fans eagerly awaiting their arrival. However, before they step out, they look directly into camera and say, “and this is how it all got started!”

## THE MEETING

We now flash back to the very beginning as our celebrity and event planner meet for the first time during a concept meeting weeks before. They get to know each other and share ideas about possible event themes and concepts. The next time they will see each other they will both be in the celebrity’s hometown.

## THE CHARITY

Our celebrity and event planner arrive at the selected charity to give them the surprise of a lifetime. They rush in to give them the good news that they have been chosen to receive in five days a huge charity event in their honor. After the excitement, we take a tour of the charity’s facilities and get to know them on a personal level. We learn about their struggles, and begin to really understand why we are here. After the visit, our event planner and celebrity head off to the event site.

## THE PLAN

We arrive on-site to find three of our celebrity’s childhood friends. They will assist our event planner and celebrity in any way they can and also act as tour guides through the local town. Our event planner reveals the design concept to the team and the brainstorming session begins. Event concepts can range in theme and scale. One concept may be a Moroccan theme where we drape a tent with fine fabrics and decorate with lanterns and pillows. Another may be a motorcycle ride through town with a bonfire and concert on the beach. Anything is possible! We are only limited by our imagination and determination. Once our team agrees to the proposed concept, they begin to develop a plan of action and divide the task at hand.

## THE TOWN

Our event planner and celebrity with our hometown friends now separate and head off into town to start sourcing what they need. Their challenge is to use as many materials and local professionals found in this town to make the design concept happen. For example, they must find a local florist, lighting designer, chef, construction crew and staff to work with. Our team must also find local businesses and individuals for donations, sponsorship and ticket sales. They all have a set budget to do it in, however, the more supplies and services they can get donated, the more money they will have left over to donate to the charity. Our new friends/tour guides will also fill us in on what it was like to grow up with our featured celebrity.



# Show Format Con't

## THE CELEBRITY

Throughout the planning and building process, we continually cut to our celebrity making various public, TV and radio appearances around town. Their challenge is to get as much money donated as they can by making deals with autographed pictures or dates or whatever else they can think of. Some may even decide to match the amount of whatever that person decides to donate. It's all up to the celebrity. They are even allowed to contact their celebrity friends to get involved. The celebrity will also continually return to the event site to work with our event planner and team to help with the build of our event.

## THE BUILD

We follow our event planner and team as they build and construct all elements of the charity event including: construction, lighting, floral, décor, food, etc. They are also limited to only using volunteers from the town to help them in this process. Our celebrity will take on their own project to work on such as center pieces or an art project.

## THE COUNTDOWN

The most critical moments of an event are the last few days leading up to guests arrival. Final touches are in full swing as our event planner and team hurry to get the last details completed. During the last several hours, tension and stress levels of everyone involved begin to run high as local press start to arrive and guests are on their way. Our celebrity must now give final approval before heading back to their hotel to get ready for their grand entrance.

## THE EVENT

Here is where we pick up from our opening flash forward sequence. We watch as our celebrity finally steps out onto the red carpet. They are greeted by a sea of flashing photographers and screaming fans. Our event has now officially begun! We continue as we watch excited guests arrive in their Sunday's best. We can see the town's reaction as the final event design is revealed to them. Guests are blown away as they have never seen anything quite like this in their little town. They are treated like VIP's with amazing décor, food and entertainment. As they celebrate and enjoy themselves, we continually cut to our event planner behind the scenes struggling to deal with various production elements. With events this large, problems always arise. It's up to our event planner to make sure guests are always happy and totally unaware of the problems happening behind the scenes.

## THE FINALE

To wrap things up, our celebrity and event planner announces the total amount raised from our event for the local charity. We introduce the mayor of the town to announce any additional donations and gifts they will receive. And finally, we end each event with something spectacular like a celebrity performance, a theatrical production or a fireworks show! Our television audience will also have a chance to donate to the charity by logging on to our website. During the credits, we will see various pictures and video of any press the event receives including TV interviews and magazine or newspaper articles.



# Sample Episodes

**EPISODE 1** - A celebrity takes us home to Chicago, Illinois to raise funds for the Fairy-Godmother Foundation. They help make dreams come true for adults with terminal diseases and their families. We will create a grown-up version of a magical, story-book themed event that will be hosted by a celebrity comedian “Fairy-Godmother.”

**EPISODE 2** - A celebrity takes us home to San Diego, California to raise funds for an environmental marine animal rights charity. We create an event with an “under the sea” themed environment where décor makes us feel like we are the size of fish underwater.

**EPISODE 3** - A celebrity takes us home to Springfield, Missouri to raise funds for the Boys and Girls Clubs of Springfield. They help youth help themselves and realize their potential for growth and development. We create an event with a “summer camp in the mountains” theme with games, camp fires and water sports.

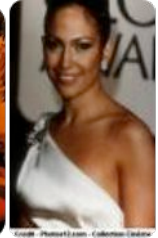
**EPISODE 4** - A celebrity takes us home to New Orleans, Louisiana to raise funds for an orphanage that takes in children from Hurricane ravaged families. We create an exciting circus themed fundraising event with a modern edge. We bring in Cirque du Soleil to perform.

**EPISODE 5** - A celebrity takes us home to Niceville, Florida to raise funds for Juvenile Diabetes. We start our event with a motor cycle ride through town ending at a beach location where we find a beautifully designed beach party with beds, pillows and a bon fire. Our guest will enjoy a beach side concert while the sun goes down.

**EPISODE 6** - A celebrity takes us home to Lexington, Kentucky to raise funds for a teenage girl who recently discovered she has cancer in her leg during a hospital visit after getting hurt while ice skating. The family does not have sufficient income to cover her medical bills. Since ice skating is her absolute favorite thing to do, and the holidays are approaching, we decide to create a winter wonderland themed event built around an ice skating rink.

**EPISODE 7** – A celebrity takes us home to Omaha, Nebraska to raise funds for a new performing arts center to be built for the neighborhood high school. Since our celebrity is a bit older, we transform a local theatre into a 50’s inspired Hollywood black-tie movie premiere event.

**EPISODE 8** – A celebrity takes us home to Bellingham, Washington to raise funds to build a new fire department in a forested area where the closest fire company is about 45 minutes away. When this celebrity was a child, they lost their home to a fire because fire trucks took too long to get there. Because of the celebrity’s heritage, we create a Moroccan themed event with tents draped in fine fabrics decorated with lanterns and pillows.



# Event Planners



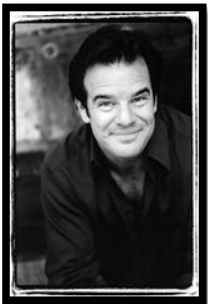
## **JOANN RICHTER – [www.TrilogieProductions.com](http://www.TrilogieProductions.com)**

Joann was born in St. Louis, Missouri and at the age of 17 moved to New York City, embarking on a successful career as a top fashion model. She divided her time between New York and Paris while traveling the world in between gracing the pages of many renowned magazines including Elle, Cosmopolitan, Seventeen, Glamour, and Italian Vogue. Joann also appeared in numerous international commercial campaigns for L'Oréal, Pantene, Bourjois, and Maybelline. This covergirl's career quickly led her to Tinseltown. After landing a role in the feature film *Austin Powers*, Joann relocated to Los Angeles jumpstarting a career in TV and film.

In 2002, after playing the role of blushing bride in her own wedding, Joann's entrepreneurial spark launched Trilogie Productions – a full-service event design and coordination company. The culture and experience Joann gained from traveling abroad coupled with her extensive production background, when creatively applied to special events translated into moments people would cherish for a lifetime. Joann's unique sense of style and innovative approach has garnered accolades from InStyle, Inside Weddings and Angelino Magazine for its trendsetting designs & flawless presentation.

Joann is very active in numerous social causes & community efforts focusing on the environment, children's health and education, and animal welfare. Having witnessed the power of therapy dogs and their profound effect on children while volunteering at a local hospital, she was inspired to have her own "canine therapist" and is currently training Monty, her Bernese Mountain Dog, to be a certified member of Therapy Dogs International. When opportunity knocked to become a part of the "*My Celebrity Charity*" project one of Joann's biggest dreams was realized.

## **CHARLES BANFIELD - [www.CharlesBanfield.com](http://www.CharlesBanfield.com)**



Since 1996, when he formally launched his own event design and production firm, Charles Banfield has raised the bar in the Special Events Industry with his "big sky" approach to events. Working behind-the-scenes and on the front lines of some of the country's biggest events, Charles honed his skills in event design, coordination, logistics, production and marketing.

At the same time, he was contracted by clients within other visual fields, who inspired Charles to broaden his expertise to include photo-styling, store display, merchandising, and award-winning tradeshow design while remaining a consultant to some of the leading retailers, both here in the U.S. and abroad. His retail skills were broadened when he began to work from the ground up with the M&M's World Store, ESPN Zone, Disney Quest, Club Disney, Ethel M Chocolates, and several of the Westfield Corporation's projects, among others. Between these projects, Charles worked as a photo stylist, with numerous published pieces.

Soon after, Charles Banfield Productions debuted and instantly received industry recognition. Indeed, the company's events were featured on and within the covers of Special Events Magazine regularly. CBP has garnered 17 prestigious industry award nominations with 3 Gala Award wins, A BizBash Style Award, and is currently nominated for an Esprit Award and nominated for Event Producer of the Year by the International Special Events Society and Event Solutions Magazine, respectively.

In September 2006, Charles was honored with the Loyola Marymount University's Entrepreneurial Star Award for his past achievements in business and future inspiring impact in the world of entrepreneurship. Only one award of its kind is given per year. Not surprisingly, Charles' design talents extend to his own surroundings. The renovation of his former 1920's Los Angeles home has been featured on Kitty Bartholomew: Your Home on HGTV, as well as in The Los Angeles Times, and numerous magazines. In the spring of 2005, Charles Banfield Productions expanded to the East Coast while maintaining full-service operations in California.

# Event Planners Con't



## **SHUKI MORAN** - [www.ExceptionalEvents.net](http://www.ExceptionalEvents.net)

Shuki was born in Tel Aviv, Israel and started his career as a fashion designer. He designed and produced women's clothing under the name "Madness" for many years. In 1990, Shuki moved to Los Angeles, California, and began working for various catering companies around town. Soon after, he became the manager of one of the top catering companies in Los Angeles. His responsibilities included producing, designing and menu development.

After 5 years of managing a successful catering company, Shuki created Exceptional Events, a complete event production and design company, where he began to really implement his own style. Shuki has the ability to coordinate an entire event from start to finish, or focus his expertise towards one specific element of the event such as catering, production or décor. His goal is to create the event his clients like David Beckham and Jim Carrey deserve by transforming any location into an exciting environment of light, color, sound and motion.

Over ten years of experience in the Los Angeles area has allowed Shuki to develop many relationships encompassing all aspects of the event coordination industry. This enables him to not only create the perfect event setting, but also to maximize his client's budget. Shuki's goal in every one of his events is to make sure his clients are pleased and more than satisfied with every aspect of their event.

## **KELSEY BRAY** - [www.Little-Divas.com](http://www.Little-Divas.com)



Arriving in America via motorcycle 12 years ago, Kelsey has been living the American Immigrant Dream. After working minimum wage coffee house jobs, she started making coffee as the Office Manager for Outfest: The Los Angeles Gay and Lesbian Film Festival. But it didn't take long for her to become the General Manager! She continued the film festival route working for 3 seasons as the Operations Manager for the Sundance Film Festival, until deciding to focus all her creative and organizational flair to her own event business, Little Divas Productions LLC.

Based in Los Angeles, Little Divas Productions (LDP) is a full service special event company specializing in events that require a high level of expertise and creativity. LDP's success was built upon the creation of extraordinary concepts and décor designs, strong production organization, catering management, and experienced coordination of entertainment and talent. LDP's aim is to create memorable special events that surpass client expectations. They **have the vision and expertise to make every event a spectacular reality.**

Little Divas Productions has developed a loyal following of a Hollywood based clientele. From Emmy parties to celebrity birthdays, Kelsey's creatively, attention to detail and management have cemented her company as one of the most respected operations in LA. Whether people are rappelling off the Mondrian Hotel, or eating dinner over a plexi covered pool, Kelsey and her team consistently deliver unique and memorable events for their clients. Case in point, a client recently said to Kelsey, "I wanted the perfect party, and that is exactly what you gave me!"

# Event Planners Con't



## **GAVIN KEILLY - [www.GBKProductions.com](http://www.GBKProductions.com)**

The founder of GBK Productions, Gavin has been organizing special events for many years both for the entertainment industry and especially for the non-profit sector. Some of his clients have included: City of Hope, Elton John AIDS Foundation, EXTRA, La' Roi Glover Foundation, G&P Foundation, Giving Back Fund, Global Peace Initiative @ the United Nations, Hollywood Jazz Festival, Hollywood Connections, Jurlique SPA, MTV, National Pain Foundation, Paramount Pictures, So the World May Hear, Showtime, Sharon Osbourne Colon Cancer Foundation, Steve Harvey Show, Tribute to Jerry Lewis, Telepictures & The World Business Academy.

Gavin knows how critical it is that an event is unique, holistic and properly organized. This is why he works closely with his clients to ensure they create an event that is unique, memorable and in tune with the Client's ideals. Whether it be the theme, design, entertainment or celebrity guest list he personally ensures that it is not only done well, but to perfection. The difference between an event that is cost-effective for the client and one that is not, lies in getting not just the concept right but most importantly the execution and all the details in between. It's the little things that can make a huge difference to the cost of staging a successful event and affects the net amount raised.

Whether it is securing incredible Corporate Sponsorships, attracting the right mix of celebrity guests, designing and putting on a stunning and imaginative show, providing the best gift bags in the industry or whether it is getting the right price for the caterers, the sound system, the venue, the rentals or the printers Gavin will always ensure the success of any event. Gavin has won awards from Biz Bash for the Best Gift Suite for his 2006 EMMY Event, and a Humanitarian of the Year award for how much he gives back to various non-profits he works with.