Sent: Mon, 07 Sep 2009 13:54:29 -0400
From: "Hurwitz, Sarah K." <sarah_k._hurwitz@who.eop.gov>
To:
Bcc: [redacted] P6/b(6)
Subject: Fw: Details for the launch of GET SCHOOLED on September 8th!
Get Schooled Parking Pass- Bronson Gate West.pdf
Get Schooled event details.doc

From: Wladyka, Beth
To: Hurwitz, Sarah K.
Sent: Sun Sep 06 12:41:16 2009
Subject: Details for the launch of GET SCHOOLED on September 8th!

Hi,

We look forward to having you join Bill and Melinda Gates and Philippe Dauman on September 8th for the launch of Get Schooled. As you are likely aware, America's educational decline, especially when compared with student achievement among other industrial nations, has long been a problem facing this country. But there is evidence that the country is well positioned to turn things around. Cities like San Diego, Los Angeles and New York City have posted notable increases in graduation rates. President Obama has made education a priority of his administration, and there is a growing sentiment among business leaders and state governors that addressing this decline is critical to our nation's future. Thus there is no better time to take these conversations out of the corridors of Congress, city halls and state office buildings and into the homes and classrooms where the real education happens.

Attached and below are arrival details for the Get Schooled Conference as well as the other events occurring on the lot that day. Attached is a color coded parking pass that will enable you to easily **enter the Paramount Pictures Lot through the Bronson Gate** located on Melrose Avenue just east of the main Melrose Gate. Please print this out and place it on your dashboard. You will be directed to park in the West Bronson Parking Lot. From there you will proceed to the entrance where you will find the Check-In table. Here you will receive your credentials and be directed to Stage 1 for the Get Schooled Conference, the premiere of "Get Schooled: You Have the Right" and the Partners Reception with Bill and Melinda Gates. After the reception there will be musical performances by multi-platinum recording artist Jesse McCartney and Grammy Award-winning singer Monica on New York Street. We would love for you to join us for any/all of the other events but understand if your schedule does not allow.

Paramount Pictures Lot
5555 Melrose Avenue
Hollywood, CA 90038 (click here for map)

3:00pm – 5:20pm: The Get Schooled Conference at Stage 1. The conference will be emceed by Stephen Colbert and will consist of short speeches by Brad Grey, Bill Gates, New York City schools chancellor Joel Klein, Stephen Minix, Ariana Huffington, Davis Guggenheim, Tony Miller, Philippe Dauman, and Mayor Antonio Villaraigosa. The conference will conclude with the premiere of "Get Schooled: You Have the Right" featuring President Obama, LeBron James and Kelly Clarkson. The documentary will be simultaneously broadcast across all Viacom networks that evening.
5:30pm – 6:30pm: Private Partners Reception with Bill & Melinda Gates and Philippe Dauman at Stage 2.
6:30pm – 7:30pm: The Get Schooled concert on New York Street.

Thank you for your participation and we look forward to seeing you. The afternoon promises to be nothing short of phenomenal.

Sincerely,

The Bill & Melinda Gates Foundation and Viacom





RED

BRONSON GATE

BRONSON PARKING

WEST

GET SCHOOLED

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