



Five Week Public Relations Campaign - One-Week Community Impact Program - 50 Local Host Families - One International Show!

Up with People exists today to empower young people through music and action to be positive agents of change. For more than 50 years, the casts of UWP have traveled the world visiting communities large and small to help make our world a little closer, more friendly and understanding of one another. UWP's week-long impact in a community includes 1,000 hours of community service, and host family stays, and culminates with celebratory public performances. This impact takes place in more than 30 cities annually!

UWP's week long visits to communities around the world combine a number of unique activities, which positively impact the people who live and work there. They include **youth engagement, community service projects, a public performance of the UWP Show, and living with local host families.** Aspects of the international cast's visit include the following impact weekly:



40-50
area families
hosting cast
members



3
full days of
community
service



10-15+
local
organizations
impacted by
UWP cast
volunteers



50+
presentations &
announcements
by UWP PR
Teams



60+
hours of
advance team
promotion at
local events/
activities



1,000+
hours of
community
service
completed



2,000+
local youth
interacting
with/reached
by UWP cast
members

COMMUNITY IMPACT PROGRAMS

Media Co-Sponsors

UWP will approach local radio, television and newspaper to partner as co-sponsors of the visit. This involves complimentary advertising and show promotion six weeks prior to the performance; editorial coverage will be at the discretion of each media outlet as they judge the community interest.



Community Service – School Programs

During its week-long visit, UWP can facilitate its Civility, Cross Cultural Communication, Leadership, Diversity, Respect & Values workshops in local schools or with local youth organizations. Implementation of these programs includes time in the classrooms in small-group oriented curriculum. Programs are designed to create an interactive and safe environment for students to respectfully share and consider their values and the values of others while engaging critical thinking skills and generating open and healthy discussion. Fifty student leaders will also participate in a day-long leadership seminar, volunteer with the international cast and develop their own community action plan to implement in the months following the UWP cast visit. The cast of 100 international students will deliver the programs on a peer-to-peer basis; youth speaking to youth.



Volunteer Service – Additional Opportunities

Volunteer service activities will be guided by the advice of the sponsor(s). The cast of 100-110 students will split into several groups each day to visit many types of facilities that need volunteers: from schools to hospitals. The activities include clean-up and beautification, interaction, mural painting, building, and meal packaging, etc. all in the name of the sponsor(s). These activities will be covered by the local media and will also be uploaded to relevant online news sites.

Host Families - Inviting the World Home

UWP is, at its heart, a global education program for young adults from around the world. A centerpiece of program is the opportunity for UWP students to stay with local families during their stay in each community. The sharing goes both ways. While families share their traditions and local attractions, the cast members share their experiences and cultures. An estimated 40-50 families, per week, from all walks of life, will be involved in the opportunity to host members of the cast during their stay in the community.



The Up with People Show: *Live on Tour*



UWP is best known for high-energy musical performance as a medium to communicate a message of hope and goodwill across nations. Every show is locally customized to highlight our partners and the activities during the visit. UWP's latest production, *Live on Tour*, will challenge audience members to think about what they will do to keep hope alive in their community. The production moves the show focuses on our shared hopes for a better tomorrow.

The rundown includes international songs and dances, entertaining pop medleys, and original songs crafted to inspire people to make their own personal commitments to keeping hope alive in their communities.

Typical Up with People Cast Schedule (this schedule is repeated for 30 weeks per year)



Monday – Travel Day

After a morning departure, the cast typically travels between three and eight hours to the next city. Travel time provides the chance for great dialogue with fellow cast members. Upon arrival, the cast and host families meet for the first time and spend the evening getting to know each other.



Tuesday – Community Discovery Day

Community building begins as the cast and area residents explore and engage through a variety of activities such as presentations from local speakers and visiting sites of interest. Educational workshops and discussions based on the UWP Curriculum connect the community experience to our global education instruction.



Wednesday, Thursday, Friday – Community Action Days

In each city visited, cast and community members volunteer side by side, working with schools and non-profit organizations to meet the specific needs of the city and its people.



Saturday – Show Day

The cast spends a day as a team preparing for the public show. Each cast member supports all areas of the production, from stage set up to lighting, sound to costumes, all culminating with our international musical concert.



Sunday – Host Family Day

One of the most cherished days of the week, the Host Family Day provides the chance for a culture exchange between families and their cast member(s). Together you can explore the city, teach each other new customs, and forge a deep bond.



Up with People is a global education organization that empowers young people to be positive agents of change in their communities and the world. Through our unique blend of music, social action, and international travel, we impact communities for the better while providing youth the knowledge and experience they need for today's complex global environment. For more than 50 years Up with People has been breaking down cultural barriers and enhancing understanding to help create a more hopeful, trusting and peaceful world. Learn more at upwithpeople.org