

# Soldiers Eyes

## Music Project

### Our Mission

**To use music and pop culture to combat the breeding of hatred in our young people, our communities, our cities, our countries and our world.**

### Our Aim

- To engage a broad spectrum of society to take stock and challenge pre-conceptions.
- To raise awareness of the healing power of tolerance.
- To make a practical difference on a non-political basis.
- To raise funds for Fertile Ground who are currently making a difference on the ground in the Middle East and the UK.

### Making it Happen

- To launch our first initiative; releasing Jack Savoretti's song "Soldier's Eyes" with an accompanying video made by young people - the very generation we are appealing to.
- To create an album of various artists to include with every CD a friendship bracelet co designed by leading fashion designers from Jewish and Muslim backgrounds.
- Sustain awareness for the campaign and arrange key events such as an initial launch screening of the video, concerts, fashion show and airtime on MTV and VH1.
- To create a viral that will be on You Tube and My Space.
- Funds raised from this project would go to Fertile Ground to develop educational projects with young people from conflicting communities in Israel, Palestine and the UK
- By doing all of this we are building a legacy, which will continue to grow and keep awareness in people's minds.

### Who Are We

- **Danielle Livesey** - Founder
- **Fertile Ground** - Uses the arts, education, sport and culture to break down barriers and make a practical difference on a non-partisan basis in Israel Palestine and UK [www.iblf.org/fertileground](http://www.iblf.org/fertileground)
- **De Angelis Records** – Jack Savoretti's record label and supporter of this project [www.de-angelisrecords.com](http://www.de-angelisrecords.com)
- **Jack Savoretti** - [www.jacksavoretti.com](http://www.jacksavoretti.com)

### COMPANIES INVOLVED IN MAKING THIS HAPPEN so far

- MTV [www.mtv.co.uk/boom](http://www.mtv.co.uk/boom)
- Tomtom Nation [www.tomtomnation.com](http://www.tomtomnation.com)
- Elaine Davis from TVC [www.tvconsultancy.co.uk](http://www.tvconsultancy.co.uk)