### Global Alliance for Transformational Entertainment (GATE) Transforming the World by Transforming Entertainment and Media

Founded by transformational marketing pioneer John Raatz, international bestselling author/teacher Eckhart Tolle, and actor/activist Jim Carrey, GATE, The Global Alliance for Transformational Entertainment, is a nonprofit 501c3 charitable organization and evolving community whose supporters realize the vital and expanding role media and entertainment play in creating our lives, and who aspire to consciously transform

those domains for the benefit of all. GATE's mission is to Transform the World by Transforming Entertainment and Media.<sup>TM</sup>. The organization is open to anyone who works within the creative community, and members of the general public, who wish to support the mission of expanding transformational entertainment and media.

GATE provides valuable and relevant knowledge, resources and services to a wide range of professionals in the media,



entertainment and arts industries, to aid in their personal transformation and to help them create and distribute content that expresses their transformational worldview.

The seeds of GATE were sown in 1979 when a small committed group of actors, musicians, writers, business professionals and others joined together to teach meditation to members of the entertainment and media communities. Reception was abundantly positive, but it was just a niche group then. However, in these past 30 years a remarkable sea change has occurred. The growth of awareness has been dramatic. Interest in spirituality, healing, peace, ecological issues and other progressive concerns and affinity values has mushroomed exponentially.

GATE was formally inaugurated on June 4, 2009 at the Zanuck Theater on the Fox Studios lot in Los Angeles. About 500 people from the entertainment, media and body/mind/spirit communities attended the event. Interest was unprecedented, and demand for seats far exceeded capacity: 1,500 people were turned away. Hosted by GATE founder/chairman John Raatz and actor/activist Jim Carrey, a keynote talk by author and spiritual leader Eckhart Tolle galvanized the group. Presentations were made by industry professionals from film, television, music, and publishing. Melissa Etheridge and Donovan provided musical entertainment. Presenters and audience members alike enthusiastically endorsed and applauded the birth of the GATE movement, recognizing the role that entertainment and media plays in projecting our reality, and supporting



the transformation of these industries in order to make those projections more positive and life enhancing.

GATE 2, held on February 4, 2012, built on the foundation of the inaugural event, with a standing room only crowd of 2,400 at the Saban Theater in Beverly Hills. It was a multi-media experience that brought together an array of the most renowned visionaries in transformational leadership including Jean Houston, Barbara Marx Hubbard, Don Miguel Ruiz, Marianne Williamson, Fred Alan Wolf, GATE co-founder Eckhart Tolle, Gary Zukov, Dr. Paul Ray and others, alongside entertainment leaders and experts, musicians, and performers of many unique soul inspiring talents. The

event featured an appearance by Jim Carrey, and was hosted by comedian Louie Anderson. It also drew a galaxy of stars from Hollywood who embrace GATE's message.



But a new event was also born that day, the GATE Transformational Story Conference (StoryCon) which preceded GATE 2 on the same day. StoryCon provided illuminating speakers discussing the crafting of transformational stories for entertainment vehicles. That event drew authors, screenwriters, producers, educators and who were seeking to become better acquainted with the skill of creating transformational entertainment.

GATE3 and StoryCon 2013 are next slated for February 2, 2013 at the Saban Theater in Beverly Hills, CA. At that event, GATE will seek to present an update on its "The Audience is Ready" campaign to gather one million signatures letting the entertainment industry

hear from people who want their "entertainment to be full of meaning, emotion, inspiration...or at least thought-provoking." It calls for those who have the power to create TV, movies and other entertainment vehicles to imbue them with positive values that have the ability to inspire or support global transformation. That petition is co-sponsored by *Retailing Insight Magazine*, the trade magazine published for retail store owners, managers, and buyers in the body-mind-spirit industry.

In addition to these major events and "The Audience is Ready" campaign, GATE is engaged in presenting and showcasing seminal transformational films monthly for the public at Agape International Spiritual Center in Culver City, CA. GATE's "Theater Within" Film Series brings forth inspirational, uplifting and changemotivating films—both classic and recent-- that appeal to an audience hungry for the transformational experience.

In the fall of 2013, GATE will also stage its initial GATE Imaginal Awards, the first competition--similar to the Oscars®, Grammys®, and Emmys®--honoring the best works in the transformational entertainment, media and arts field.

GATE is also becoming involved in linking transformational filmmakers with connections and resources that will enable them to achieve the birth of important new works.

GATE furthermore continues to present workshops, seminars and other events that increase knowledge about transformational entertainment; create networking opportunities for its members that will foster more transformational vehicles; conduct advocacy among industry influencers; raise the profile of its message, and increase its footprint—planning chapters in the U.S. and around the world.

GATE continues to grow and attract a wide range of people who share and are inspired by the organization's mission – from high level executives and high profile actors and authors, to a vast variety of creatives and people working behind the scenes in TV, movies, music, digital entertainment and other professions touching on the entertainment world.

For more information on membership, or to make donations, go to: www.gatecommunity.org

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Transforming the World by Transforming Entertainment & Media-

### **GATE's Mission**

The threefold mission of the Global Alliance for Transformational Entertainment seeks to empower entertainment and media professionals and companies to produce and distribute content that inspires new awareness-based worldviews for global audiences by providing:

### Education

Resources and guidance supporting members' personal, inner education thereby assisting them in deepening their fundamental connection with themselves which, once achieved, results in the desire to express that essential sense of self and personal transformation in and through their work. Issues education: support to bring to awareness responsibility for the ideas, issues and events that are shaping the world we live in – for both "good and ill." And mentorship — giving back and supporting the next generation of industry professionals.

#### Collaboration

Resources and services to help members in the entertainment and media businesses, who are living a transformational lifestyle, to connect with their like-spirited peers. GATE offerings will encourage collaboration to create content that expresses transformational intentions and values.

#### Advocacy

Within the trade, support to help the larger media and entertainment communities understand transformation and its importance in a cultural and global context, and to help them become comfortable with the reality of transformation. In the public arena, to help legitimize the genre of transformational entertainment and of transformational content in the media.

### John Raatz GATE Founder

John is the Founder and CEO of The Visioneering Group, LLC, a progressive marketing and strategic public relations firm linking spirit, vision and values with communication to promote a positive future<sup>™</sup>. He is considered by many to be a pioneer in the growing transformational film genre.

Over the past 25 years, he has been involved with the marketing, PR, distribution and other business aspects of a multitude of films, many of which were seminal in the transformational film genre. These include *Mindwalk*, *Baraka*, *A Brief History of Time*, *Hearts of Darkness*, *This Island Earth*, *Raspad*, *What The Bleep Do We Know!?*, *Peaceful Warrior*, *Toward The Within* (Dead Can Dance), *Kenny Loggins: Outside From The Redwoods*, A *Human Search: The Life of Father Bede Griffiths*, *Ecological Design: Inventing The Future*, *Side Effects*, *Saint Ralph*, *America:* 



Freedom to Fascism, The Real Dirt on Farmer John, Illusion (Kirk Douglas), Rick Erlien: Music of Yosemite, Unknown White Male, Darshan: The Embrace (Ammachi), What the Bleep Do We Know!? -- Down the Rabbit Hole Quantum Edition, Ripple Effect, I Am, and others.

In 2009, he founded GATE – the Global Alliance for Transformational Entertainment -- along with Honorary Co-founders Eckhart Tolle and Jim Carrey. GATE is a 501c3 nonprofit organization, which supports professionals in entertainment, media and the arts, and the interested public, who want to bring their personal transformation into the world via their work, and support the expansion of the transformational entertainment.

# <u>GATE--The Global Alliance for Transformational Entertainment</u> <u>Seeks 1 Million Signatures For Petition Asking Movie/TV Industry to Create</u> <u>More Positive, Inspiring and Meaningful Offerings</u>

**Los Angeles, CA** – Do you seek to be inspired when you go to the movies? Or do you want to champion TV shows with heroes that contribute to a better world? Would you like to be entertained and at the same time enlightened?

Then you'll want to be one of the one million e-signers of a groundbreaking petition that is being sponsored by **The Global Alliance for Transformational Entertainment (GATE)**, an organization committed to Transforming the World by Transforming Entertainment and Media.<sup>™</sup>, and *Retailing Insight Magazine*, the trade magazine published for retail store owners, managers, and buyers in the body-mind-spirit industry.



The Audience is Ready! Petition is designed to let the entertainment industry hear from people who want their "entertainment to be full of meaning, emotion, inspiration...or at least thought-provoking." It calls for those who have the power to create TV, movies at

least thought-provoking." It calls for those who have the power to create TV, movies and other entertainment vehicles to imbue them with positive values that have the ability to inspire or support global transformation.

"We want them to hear the voices of the millions of people who want more than violence, car chases, cruelty and alienation in their TV and movie viewing," said GATE founder and visionary John Raatz. "We want them to know that there is a vast audience awaiting better options, and that audience has a potential to provide even greater profits than they now experience. **The Audience is Ready! Petition** is designed to wake up Hollywood to a hugely underserved market."

The goal is to secure those e-signatures by Feb. 2, 2013, the date of the GATE 3/StoryCon 2013 event at the Saban Theatre in Beverly Hills. GATE 3 is the third annual evening gathering and celebration of top transformational leaders, entertainers, performers, change-makers and creative industry professionals. StoryCon precedes it during the day and provides speakers discussing the crafting of transformational stories for entertainment vehicles. Those events are an ideal venue to unveil the first one million signers.

Once the goal of one million signers is reached, GATE will reach out to influential producers, directors, writers, actors, actresses, musicians, authors, studio executives, network executives, show-runners, managers, agents, editors, media and others who play a role in creating content. These key individuals will be furnished GATE's "Well-Being Box," containing a variety of transformationally-oriented media materials, and an invitation to meet with a group of transformational media and wisdom leaders to discuss ways to facilitate personal, social and global transformation.

To sign The Audience is Ready! Petition, go to: <a href="http://gatecommunity.org/petition">http://gatecommunity.org/petition</a>.

# Global Alliance for Transformational Entertainment (GATE) Announces Advanced Ticketing Now Available for GATE 3/StoryCon 2013

Feb. 2, 2013 Event at the Saban Theatre in Los Angeles Expected to Be Sold Out Early

### Network with other media professionals sharing your transformational values

Los Angeles, CA – This year's GATE 2 event was standing room only. It was hailed as a groundbreaking milestone, bringing together top transformational leaders, entertainers, performers, change-makers and creative industry professionals for an evening of extraordinary entertainment and enlightenment. The event was designed to inspire Hollywood to create more positive, transformational content for a waiting audience,

To enable a hungry audience to secure their seats to the upcoming **GATE 3**, and the equally popular daytime seminar on transformational storytelling, **StoryCon 2013**, **The Global Alliance for Transformational Entertainment (GATE)** is announcing that Super Early Bird-priced tickets for the Saturday, Feb. 2, 2013 events at the Saban Theatre in Beverly Hills are now on sale through November 22<sup>nd</sup>. Ticket prices will go up on the 23rd. For more information about the events, visit <a href="https://www.gatecommunity.org/gate3">www.gatecommunity.org/gate3</a> and <a href="https://www.gatecommunity.org/storycon">www.gatecommunity.org/storycon</a>.

Themed "Celebrating Meaningful Messages For An Awakening Humanity," **GATE 3** will be an evening celebration of transformational entertainment, media and arts – an exploration of this new, emerging genre, and an inspiration for attendees to become more involved in sharing the energies of their personal transformation with the world through their work. Like GATE 1 and 2, it will be a major venue for networking among media professionals with transformational values.

Through a richly woven program of speakers, videos, music and arts performances, film clips and other multimedia presentations, attendees will leave intellectually stimulated, emotionally moved, and inspired to pursue their work with greater clarity, substance and commitment. The full line up of leaders, entertainers, performers, change-makers who will be on stage will be announced in the coming weeks.

**Transformational Story Conference (StoryCon 2013)** precedes **GATE 3** during the day and provides illuminating speakers discussing the crafting of transformational stories for entertainment vehicles. This 9 a.m.--5 p.m. event is for authors, screenwriters, producers, educators and anyone else for whom storytelling is an essential aspect of their professional life, and who would like to focus more deeply in the transformational arena.

The **GATE Transformational Story Conference** examines the role of story in promoting personal, social and global transformation. *Story* is explored from a variety of perspectives, with special emphasis on the human transformational journey — *the Transformational Arc of life-death-life*. Attendees will leave with an understanding of the mechanics of the transformational cycle, as well as with tools, ideas, and strategies for telling the stories that live inside, burning to be expressed in effective and marketable ways.

**GATE 3** begins at 6:30 p.m. at The Saban Theater, 8440 Wilshire Blvd, Beverly Hills, CA 90211. Parking is available in a variety of nearby Beverly Hills commercial parking facilities.

## <u>The Global Alliance for Transformational Entertainment</u> Launches GATE "Theater Within" Film Series

### SCREENING CONTEMPORARY AND CLASSIC FILMS FOR AN AUDIENCE HUNGRY FOR TRANSFORMATIONAL ENTERTAINMENT EXPERIENCES

**Los Angeles, CA** – The Global Alliance for Transformational Entertainment (GATE), an organization committed to preserving, celebrating and encouraging transformational messages in all media, has launched a monthly film series to showcase impactful films that are powerful touchstones of our humanity.

The GATE "Theater Within" Film Series brings forth inspirational, uplifting and change-motivating films—both classic and recent-- that appeal to an audience hungry for the transformational experience.

"Our goal at GATE is to ensure that important films do not get overlooked, that they are brought to the attention of people who share a passion for making the world a better place," said John Raatz, GATE founder and visionary. "The GATE 'Theater Within' Film Series is a way for us to spotlight these groundbreaking movies that move us emotionally and point us toward transformation."

Open to the public, GATE's "Theater Within" Film Series is co-sponsored by and screened at Agape International Spiritual Center in Culver City on the fourth Monday of each month, beginning at 6:30 p.m. The screenings are followed by a Q&A moderated by Raatz, and often features appearances by the filmmaker or stars of the movie. The tickets, \$10 for GATE and Agape members and \$15 for nonmembers, are available at: **gate.brownpapertickets.com** 

The dates for 2013 will be announced shortly. Please check website for film titles and information. To see information for all upcoming films in the GATE "Theater Within" Film Series, please visit: <a href="http://gatecommunity.org/screenings">http://gatecommunity.org/screenings</a>.

### **Questions for John Raatz**

- 1. What prompted you to form GATE?
- 2. How did Eckhart Tolle and Jim Carrey get involved?
- 3. What IS transformational entertainment and media?

Can you give some examples?

- 4. Who are the audience for this genre?
- 5. Why form GATE now? What's the relevance in today's world?
- 6. On your website, you mention the phrase "media diet." What is that?
- 7. What do you hope to accomplish with GATE?
- 8. Tell us about your petition, "The Audience is Ready!"
- 9. Your next big annual events are coming up in early February. Please tell us about those.

Are tickets available now?

- 10. What other plans do you have for GATE for 2013?
- 11. Can people join GATE, or make a donation? How do they do that? And where can they find further information?
- 12. What else would you like our audience to know about GATE that we haven't already covered?