



COWGIRLS ARE FOREVER[®]

PRODUCED BY : BARBARA NEWMAN & NANCY NOVACK



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The Film -- Cowgirls Are Forever is the first comprehensive feature-length documentary to mark the evolution of the cowgirl. It will celebrate her spirit and accomplishments, and how she's impacted contemporary American culture in art, music, fashion, literature, conservation, entertainment, business, government and of course ranching and rodeo. It is an American story that hasn't been told - one that not only honors a legacy, but also brings it into modern life, inspiring all women to connect to their own 'can-do' cowgirl spirit. CAF will be filmed in high-definition and include archival clips throughout. 70% of the content will be set in modern-day, with the balance historical.

The Brand -- Cowgirls Are Forever will be the springboard for an inspirational multi-platform branded experience that embodies the iconic spirit of the American cowgirl. Whether she's a rancher, a rodeo queen, a singer, a poet, or a fashion designer she is strong, passionate, independent and bold - core values that will be at the heart of every CAF licensing opportunity.

The 2.0 Web Initiative -- Cowgirls Are Forever will be a destination website, a contemporary 2.0 community with highly engaging content that inspires, educates and entertains. It will be a rich platform that extends the film through video essays, photo and museum exhibits, poetry, music, contests, blogs, and games. Among the organizations already interested in participating are Girl Scouts of America, 4-H, and The White House Leadership Project. The CAF site will also link to iconic American brands.



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Complementary Elements -- Cowgirls Are Forever is a cross-platform media brand. In addition to the website, we will produce CAF branded books, DVD's, CD's, contests and music festivals, all using the **Cowgirls Are Forever** trademark.

The Production Team -- A creative powerhouse of seasoned Emmy Award winning producers, editors, and writers, with deep relationships and track records at PBS, HBO, A&E and others.

Advisory Board -- Comprised of museum curators from The Autry, The Fashion Institute of Technology, The National Cowgirl Museum and Hall of Fame, and the National Cowboy and Western Heritage Museum. It also includes rodeo historians, authors, ranchers, film executives, and marketing gurus.

You don't have to own a horse to own the spirit. Our mission, as filmmakers and communicators is to create a movement that inspires women and girls to connect with the cowgirl spirit that lives inside. It is this spirit that fuels her dreams and her destiny.

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