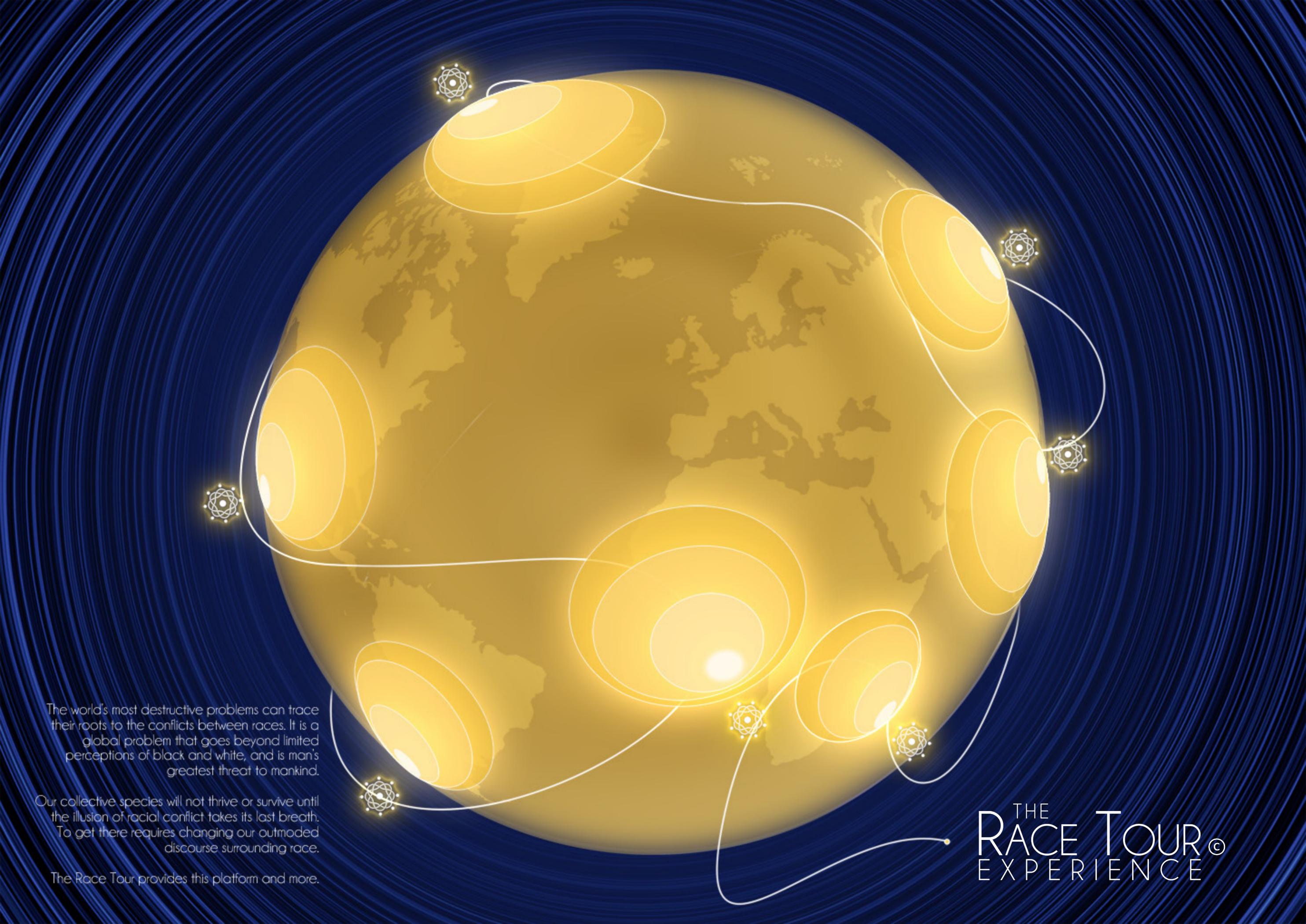


R*E*volution

Spearheading the New Worldwide Wave...



THE
RACE TOUR[©]
EXPERIENCE



The world's most destructive problems can trace their roots to the conflicts between races. It is a global problem that goes beyond limited perceptions of black and white, and is man's greatest threat to mankind.

Our collective species will not thrive or survive until the illusion of racial conflict takes its last breath. To get there requires changing our outmoded discourse surrounding race.

The Race Tour provides this platform and more.

THE
RACE TOUR[©]
EXPERIENCE

AUDIENCE DNA TESTING RESULTS
VIRAL READY VIDEO CLIPS & ANIMATION
EMOTIONAL AND INSPIRING PERSONAL STORIES
COMPOSED MUSIC SYNCHED TO IMAGES

MULTI MEDIA SUPER WIDE SCREEN

LIVE TWITTER FEEDBACK

and the Gang...

The stage features a large curved screen displaying a video player with the text "We are the same?". To the left, an "Audience Tweets" section shows tweets from @warrenty, @nativeinn, @nofear, and @truetimes. A group of people is seated on a colorful sofa on the left. On the right, a large graphic of a face with colorful hands covering the eyes is displayed with the text "Change outside starts inside". A glowing atomic symbol graphic is also visible. The stage floor is decorated with colorful concentric circles.



A MULTI-MEDIA INTERACTIVE EXPERIENCE

WORLDWIDE



Racial Conflict Triggers

War

Abuse

poverty

pollution

Inequality

Genocide

Inhumanity

Violent Crime

Mass Delusion

Economic Instability

Diminished Freedom

Psychological Disorders

Political Corruption & Tyranny

Collapse of the Human Race

Extinction

The Race Tour turns race on its head. It shakes it up, rips it apart, and deconstructs it. We redefine race as any discrimination that divides us, including skin color, ethnicity, religion, nationality, socioeconomics, political preference, sexual orientation, and gender.

The Race Tour is a dialogue with the world about inherent similarities and our misperceived differences presented in a powerful mind-blowing multi-media story format that gets under your skin.

It is the beginning of the solution - tearing down walls, building bridges, and uniting.

“Race – Rip it apart”





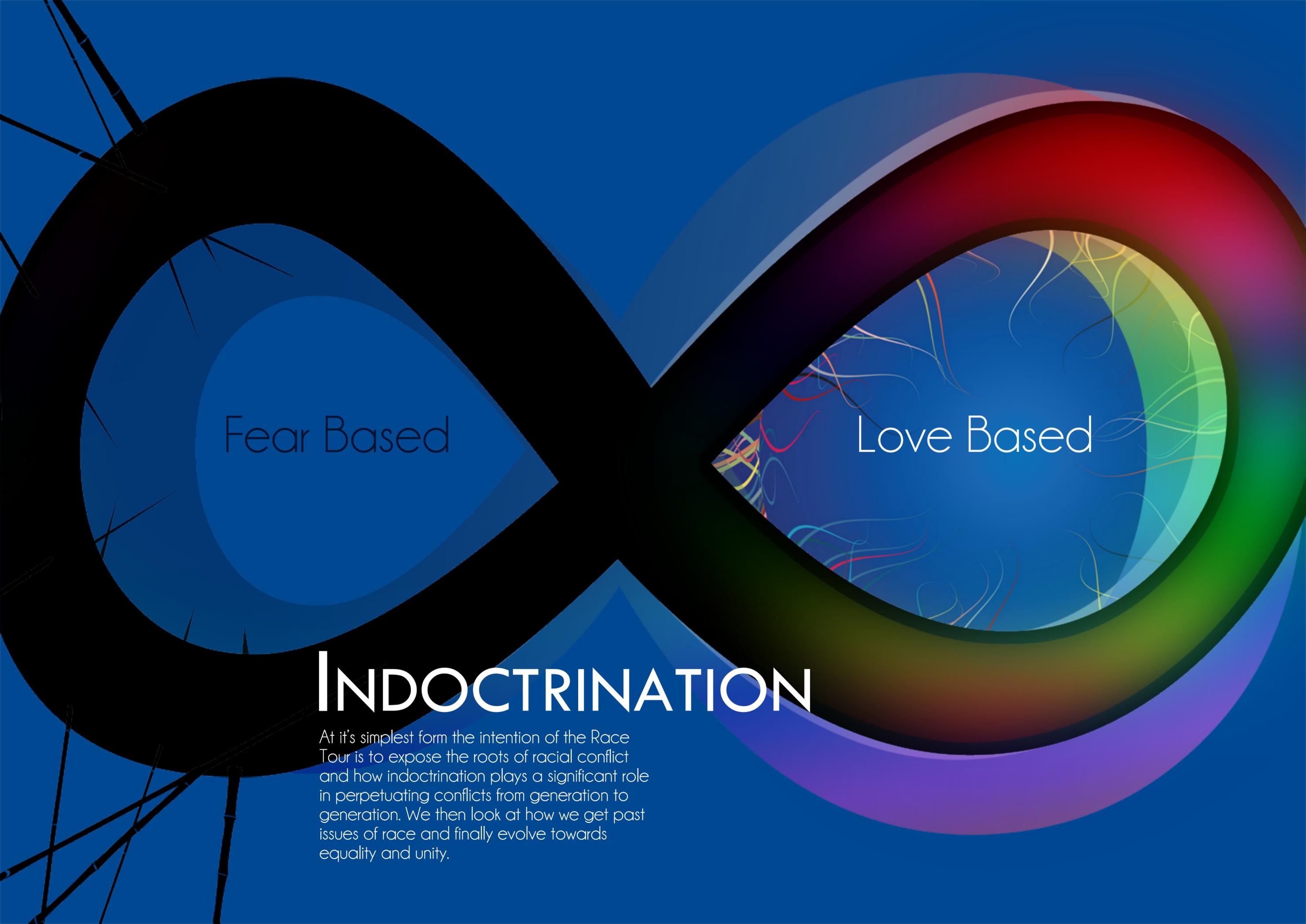
Racism or
xenophobia
or
culturism?

R E volution

Spearheading the New Worldwide Wave...

The collective global humanity is shifting and growing rapidly, moving away from archaic belief systems that no longer serve us. Everywhere we see signs of a Revolution towards Evolution, including how we view race and co-exist as one. A world that is color blind and simultaneously celebrates diversity is within reach.

The Race Tour is spearheading this 'R/Evolution'.



Fear Based

Love Based

INDOCTRINATION

At it's simplest form the intention of the Race Tour is to expose the roots of racial conflict and how indoctrination plays a significant role in perpetuating conflicts from generation to generation. We then look at how we get past issues of race and finally evolve towards equality and unity.

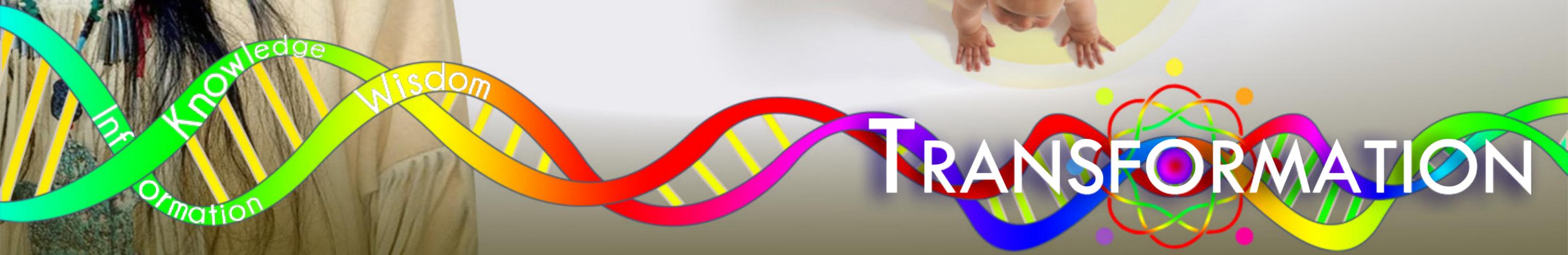
REFLECTING Us

Celebrating Diversity As Our Own

The Race Tour goes beyond words and information. It is a leap into deepening personal knowledge and provides a life-changing experience and the tools to sustain transformation. The Race Tour Experience prepares us for the wisdom and freedom of a world that doesn't merely tolerate our differences, but rather celebrates our differences as a reflection of all humanity.



“We are ready! Are you?”



⚙️ MULTI-MEDIA MAGIC

The Race Tour is moving, magical, and inspiring. It is a story that unfolds through multi-layers of mesmerizing video clips, stills, animation, live performance, music, lighting, and staging. It raises the bar for public talks to a textured and rich experience on a whole other level.

⚙️ THE INFLUENCERS

Prominent community figures join audience members on stage as active participants representing local diversity. Just for fun they sit together on a wide swing as they interact with Mathew and Chris.

⚙️ DNA TESTING

Audience members are pre-selected in advance of show dates for free DNA tests. The test results reveal the true and often surprising ethnicity of individuals, which is shared on stage during the show.

⚙️ VIRAL STORIES

Emotional, unbelievable, and inspiring real stories designed to go viral are pre-produced and appear seamlessly in the on-stage experience.

⚙️ LIVE TWEET

Audience members and Twitter followers world-wide Tweet during the live stage experience. Tweets appear in real-time on the Super Wide Screen for Mathew and Chris to respond to.

THE EXPERIENCE



DR MATHEW KNOWLES

Author, professor, lecturer, public speaker, entrepreneur, music executive, artist manager, fighter and survivor would be the words used to sum up the life and career of Mathew Knowles, Ph.D.

As founder of Music World Entertainment and Artist Management, Knowles has served as executive producer for 100+ award-winning, platinum and gold albums, as well as soundtracks and special-themed projects, with work featuring some of the biggest names in music including Chaka Khan, Earth Wind & Fire, The O'Jays, Destiny's Child, Solange and Beyoncé.

Dr. Knowles possesses an MBA in Strategic Planning and Organizational Culture and a Ph.D. in Business Administration from Cornerstone Christian Bible College, and has held professorships at Texas Southern University, where he taught both undergraduate and graduate level courses. He was also a distinguished lecturer at Cornell University, Fisk University (alma mater) and Rice University.

He is a keynote speaker, lecturer, and panelist at prestigious universities and organizations worldwide, including Harvard University's night of the Black Institutions and Race Futures symposium, and Cornell University's Africana Studies Department about race relations in America.

Dr. Knowles is also the author of the #1 best-selling book, *The DNA of Achievers: 10 Traits of Highly Successful Professionals*. His other books include *Racism from the Eyes of a Child*, a personal reflection on racism in America through the lens of his childhood; *The Emancipation of Slaves Through Music*, where he presents a keen examination of the liberating effects of music on oppressed people; *PUBLIC RELATIONS AND MEDIA, PR Strategies for the Digital Age*, and *DESTINY'S CHILD: The Untold Story*.



CHRIS ROLAND

Chris is an international award-winning American filmmaker and entrepreneur turned innerpreneur having started nine companies in film & TV production, distribution, and equipment rental, real estate development, residential construction, accommodation, publishing, and personal development.

Chris has travelled in 66 countries. In 1993 he sold everything he owned and travelled around the world for three years and was exposed to vast cultural differences, from small villages to sprawling cities, from poverty to wealth. He has lived and/or worked in the US, Indonesia, Lithuania, Germany, Turkey, Kuwait, UAE, Namibia, Zimbabwe, Angola, and South Africa where he has lived since 1995 after arriving with only a couple of bucks and a lot of passion.

Chris has witnessed widespread cultural and racial differences globally, and has personal experience with discrimination, which severely impacted his life as detailed in his recent Book *It's Not Personal-Letting Go and Gaining an Island*. It was this experience that inspired Chris to launch the Race Tour and the movement he envisions will follow.

SPEAKERS



MIAMI x 2
TAMPA
JACKSONVILLE
ATLANTA
RALEIGH
CHARLESTON
PHILADELPHIA x 2
TORONTO
VANCOUVER
NEW YORK x 3
ROCHESTER
BOSTON
CHICAGO
CLEVELAND
CINCINNATI
KANSAS CITY
ST. LOUIS
LOUISVILLE
NASHVILLE
MEMPHIS
JACKSON

NEW ORLEANS
HOUSTON x 2
DALLAS
SAN ANTONIO
ALBUQUERQUE
PHOENIX
TUSON
LAS VEGAS
LOS ANGELES x 2
SACRAMENTO
SAN DIEGO
OAKLAND/SAN FRANCISCO
SEATTLE
MONTGOMERY
BIRMINGHAM
BALTIMORE
WASHINGTON x 2
CHATTANOOGA
DENVER
NEWARK
NORFOLK

50
SHOWS

42
CITIES

THE
RACE TOUR[®]
EXPERIENCE

US TOUR CITIES

THE WORLD NEXT

EXPOSURE

* CATCH & RELEASE

Four cameras will capture all live talks, interviews with locals, and behind the scenes. Video & audio clips, images, and text will be released across social media before, during, and after the tour.

Clips and other content include:

- + Talks in each city
- + Local print, radio & TV interviews with Mathew & Chris
- + Mathew & Chris Interviews and interactions with locals
- + Local color, interesting people, places, and events

* REALITY SERIES & DOCUMENTARY

A feel good and emotional reality series and documentary shot before, during, and after the tour is included the Race Tour experience development.

* SPONSORSHIP BRANDING

Opportunities available for brands to align with the most exciting and relevant event of the decade.

#racetour

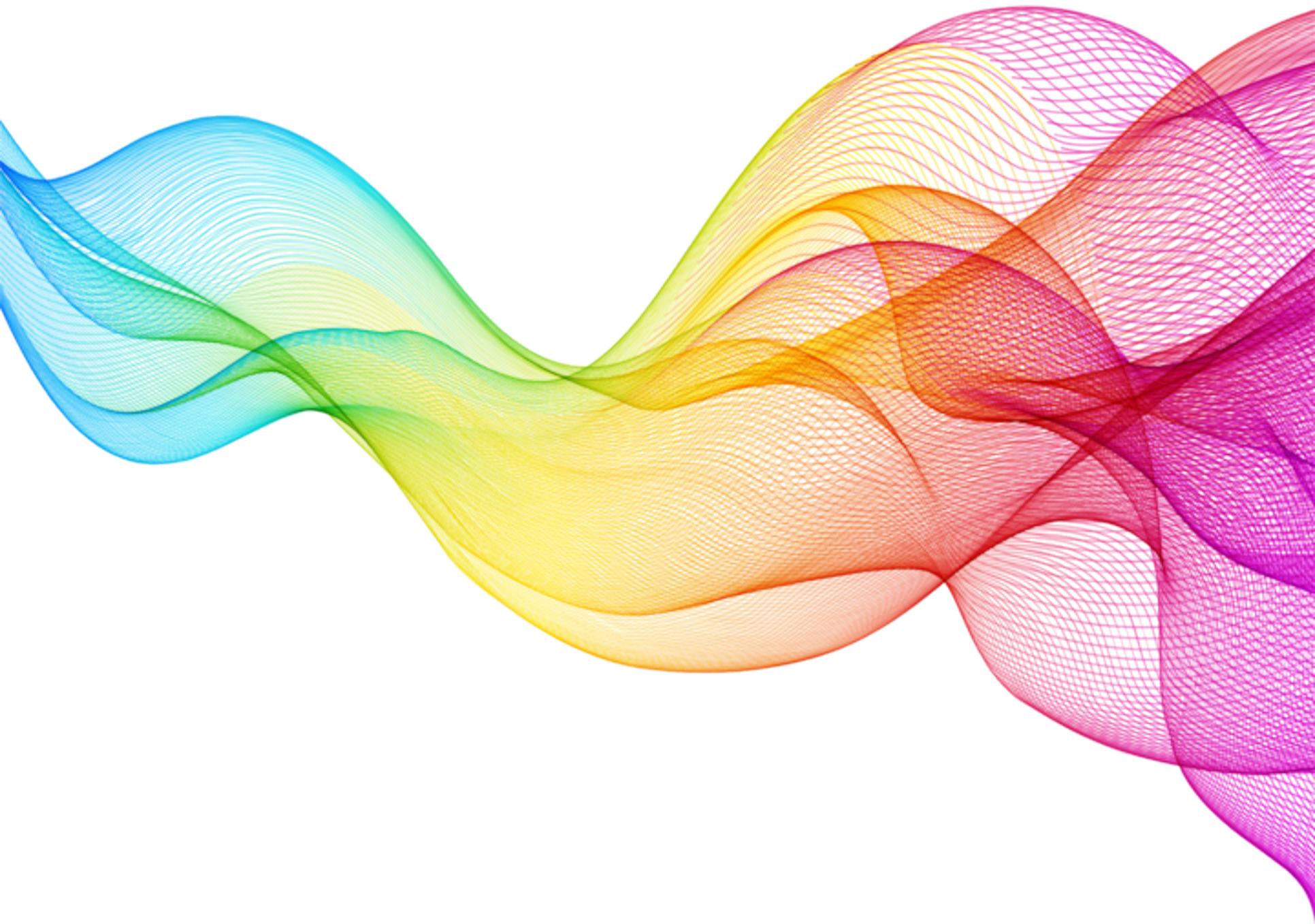
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