



## DIRECTOR'S STATEMENT

One Day on Earth has been the most rewarding project of my life. It feels gratifying to help enable so much creativity around the world, all occurring simultaneously. By watching thousands of hours of footage, I have come to realize that there are endless amounts of stories around the world that need telling. By the mere act of giving people a venue to share their story on a global platform, we were able to inspire individuals and groups to film in every country in the world without actually traveling outside our own borders. We have hit upon a very powerful philosophical truth in the future of media. As the audience becomes contributors to the creation of a film, the venue is the most important construct. The venue must inspire. The venue must be accessible. The venue is now the script.

We are helping to invent a new evolving genre in filmmaking by which it is possible to have millions of collaborators create films, TV shows, and new media. The power of this paradigm is that it provides unseen content created by the people and for the people. It is inspired from personal experiences and has meaningful value and importance to the creator and the greater audience. We look forward to the release of our first picture as a first step in an evolution that is changing not just the way media is created, but how we see the world.

Kyle Ruddick  
Founder/Director  
ONE DAY ON EARTH

Photo from 10/10/10 - Sainabou Jallow Gaye, Gambia

