



# THE HOLLYWOOD HILL

Invites you to

## THE NEW HI-TECH ROBIN HOODS

A Six-Hour Intimate Hollywood Discussion. Cocktails the Night Before.

### OPENING NIGHT PRIVATE COCKTAIL RECEPTION

FRIDAY, MAY 9, 2008

7:00 - 9:00PM

HOLLYWOOD

Valet parking

### FULL-DAY CONFERENCE

SATURDAY, MAY 10, 2008

10:30AM - 4:30PM

HOLLYWOOD

Light breakfast and luncheon will be served

RSVP BY MAY 3 AT

[www.robinhood.hhill.org](http://www.robinhood.hhill.org)

SEATING IS LIMITED | ENTERTAINMENT INDUSTRY ONLY  
THIS INVITATION IS TRANSFERABLE ONLY TO THOSE WHO CARE ABOUT SHAPING THE FUTURE

Presented by

**WIRED**

Sponsored by

**YAHOO!**

Spirits by

TEQUILA  
SIN VINO  
**Don Julio**

### About the Conference

Nearly a century ago, the upstart movie industry came up with a creative way to sell epic films: cheap individual tickets to as wide an audience as possible. It turned theater-going on its head. Live theater catered to those who paid large amounts for a higher "class" of seating but Hollywood democratized it.

100 years later, iTunes is taking this model to new heights, with a larger global audience, increased efficiencies and reduced costs. At the same time, a new wave of innovators has been expanding this model to democratize social finance – creating entrepreneurs in the developing world and empowering creative activities in U.S. classrooms.

In a world where millions pay 99¢ to download media from iTunes, why can't we do the same to end poverty or stop global warming?

The New Hi-Tech Robin Hoods will explore these social change success stories, the brilliant models being executed, and the strategies for scaling them up.

### Our Robin Hood Panelists

**Peter Bladin** | Founding Director, Grameen Technology Center

**Donna Callejon** | COO, GlobalGiving.com

**Matt Flannery** | Co-Founder, Kiva.org

**Julie Lacouture** | Deputy Director, DonorsChoose.org

**Tracey Pettengill Turner** | Founder, MicroPlace.com

We Hope You'll Join Us.  
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## ABOUT THE HOLLYWOOD HILL

The Hollywood Hill is a nonprofit nonpartisan membership organization based in the entertainment industry. The organization's primary focus is on the accelerated deployment of new science and technology innovations into the marketplace and leveraging our power and resources to act as the tipping point on projects that promote sustainability. To educate our members on a wide variety of topics, the organization hosts weekly speaker-driven presentations on social problems and potential solutions.

The Hollywood Hill's membership spans the industries of Film, Television, Music, Gaming & Interactive. They include the senior executives and heads of many of the major film studios and networks, creators of many hit TV shows, and top producers, directors, writers, actors, musicians and production specialists.

For more information about The Hollywood Hill,  
visit our website at [www.hhill.org](http://www.hhill.org)