

To Catch A Dollar: Muhammad Yunus Banks on America, Thursday, March 31 at 7:30 PM

Dear Friends,

This is a crucial time for microfinance all over the world, and for the Grameen Bank and me in Bangladesh. You have heard or can easily search the Internet about our challenges in Bangladesh to maintain the independence and autonomy of the Grameen Bank.

Now, just in time, Gayle Ferraro is launching a deep and inspiring documentary on Grameen that focuses on the members of Grameen in America. It is followed by an important panel discussion with me participating remotely from Bangladesh. The combination provides important information on Grameen in general for the much broader audiences that we must now reach in order for our work to continue successfully.

Gayle Ferraro's film, "To Catch A Dollar: Muhammad Yunus Banks on America", will be shown on Thursday, March 31 at 7:30 PM in more than 225 theaters around the US. Audiences will see the 60 minute film, and also the important panel discussion introduced by Robert De Niro; moderated by CNBC's Maria Bartiromo; and featuring Suze Orman, President of *Kiva* Premal Shah, President of *Grameen America* Vidar Jorgensen, and myself. You also hear calls to action from Hugh Jackman and Matt Damon. If this works well on March 31, the theatrical release will expand and continue. We only have one chance to make the launch a success. If March 31 does not work, we will have to try something else. For this to be a success, we just have to find 227 motivated people to each take the lead in filling one theatre. People can bring 5 or 10 of their friends, or come alone. Do what is possible!

I hope that you and your friends can help make it work by actually being the host at a local theatre as outlined at <http://www.tocatchadollar.com/host-a-screening/> and by getting additional hosts throughout the US.

Vidar has more detailed information in his letter below. He can be reached through patti.mcclary@grameenresearch.org.

I hope you will be able to attend personally. You can provide me with your candid feedback on the documentary and the panel discussion, and how we can bring our message and work to a broader audience by emailing me at Yunus@grameenresearch.org.

Best,

Yunus

Muhammad Yunus

Grameen Bank

Yunus@grameenresearch.org

Dear Friends,

We have an important opportunity to take the time to show and build broad public support for Yunus and Grameen. On March 31, 2011, a one-time theatrical event will expand awareness of microfinance and challenge Americans to back its expansion. If that one day goes well, the number of theaters will expand, and there will be more showings.

While we hope that thousands will watch the movie and panel discussion, for that to happen, we need key people like you to actually organize to host a local theatre. The details and tools for hosting are outlined at <http://www.tocatchadollar.com/host-a-screening/>. You can participate at any level you want, from attending individually, to organizing groups of 5, 10, or 25 or more friends, to taking the lead in one of the 227 theatres. For this to be a success, we primarily need to find 227 very motivated people to each lead filling a theatre, and then we need others to attend individually or in groups of 5, 10, 25 or more.

I would like to personally request your help to lead an existing group like a club or a group of friends, or form a new group to host one theatre as outlined at <http://www.tocatchadollar.com/host-a-screening/>. All the social networking tools you need to make this a success, including templates for emails, Google or Outlook Calendar invitations, and how to get radio publicity are already in place at <http://www.tocatchadollar.com/host-a-screening/>

Please use the link to the toolkit document that outlines how you can maximize the success of a screening in your community, and other screenings by your friends. If there is not a theater nearby, to request a screening at a local theatre please go to <http://www.tocatchadollar.com/contact-us/request-a-screening/> or contact Patti McClary directly at patti.mcclary@grameenresearch.org.

Take action today, host a theatre, and get your friends throughout the US to host a theatre. You can purchase tickets at <http://www.screenvision.com/s/showing/ToCatchADollar/>. A few theatres will not allow advance purchase, so then encourage friends to pledge to see the program at <http://www.tocatchadollar.com/the-event/pledge/>.

It will take an army of leaders like you to make this a viral success, so send this on to as many friends as possible!

I look forward to you and your friends hosting the one-time theatrical event on March 31, 2011 at 7:30pm, and getting all of your friends throughout the US to do the same.

Sincerely,

Vidar

Vidar Jorgensen
President, Grameen America
www.grameenamerica.com
www.tocatchadollar.com
Patti McClary

patti.mcclary@grameenresearch.org

Direct line 781-939-2426

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