

World Peace Leadership Program

JULY 30th to
AUGUST 5th, 2016

YOUTH MENTAL WELLBEING

UNITED NATIONS
HEADQUARTERS
& THE CATSKILLS,
NEW YORK

FOR SUCCESSFUL IMPLEMENTATION OF THE SDGs



MEDIA KIT

www.ibreafoundation.org/youthconference



Introduction

1.8 billion of our world's population today is between the ages of 10 and 24, and half of the world's population is under 30. Despite such a huge number and the great potential changes they could make to advance the implementation of the UN Sustainable Development Goals (SDGs), today's youth is largely dissatisfied and unmotivated. Concentrated mostly in developing countries, and suffering from huge unemployment rates and lack of education, more often than not, they resort to measures such as protest, violence, school dropouts, illegal migration, and in some cases fall victims of rape, unwanted pregnancies, domestic violence or human trafficking. So the question begs, how can we channel that great, powerful, young energy, towards more productive action?

It can take a long time to fix the existing unhealthy systems to provide a better environment for our youth. However, there is a lot that can be done right away through changes in the youth's and the surrounding communities' mentality. By nurturing their confidence and positive outlook, young people will gradually build up a strong mindset that can encourage them in the face of challenge.

The Organizer

IBREA foundation is committed to the goal of including youth as solid partners for the implementation of the SDGs. IBREA's work focuses on unleashing the brain's great potential, leading to better health, increased motivation, emotional wellbeing, and enhanced purpose and concentration. Rather than offering technical or material solutions to the youth, what IBREA's program offers is a space to train themselves and find their own power inside themselves. Through a journey of self-development they come to find their own means to achieve their goals and dreams and contribute to healthier societies.

IBREA Foundation, 866 UN Plaza Room 407, New York NY 10017 • info@ibrea.org





Conference Agenda

Presentations

H.E. Mr. Oh Joon, President of ECOSOC
 Mr. Ahmed Alhendawi, Office of the Secretary General's Envoy on Youth
 Dr. Michael Gershon, MD PhD, Neuroscientist, Columbia University
 Ilchi Lee, Founder and President of IBREA Foundation
 Adora Svitak, Inspirational Speaker and Youth Activist
 Monen Duoe, Junior officer, Government of Liberia
 Collette Hemmings, Chief Operating Officer at Nike Foundation
 Halsey, Singer, songwriter and social awareness advocate
 Youth testimonies from Korea, Japan, El Salvador, Sierra Leone
 IBREA case study: Hawaii public middle school
 IBREA testimony: Laura from El Salvador
 Youth Open Forum Discussion

Participants in the Conference

+500

UN Representatives & Diplomats
 College students & young people interested in youth wellbeing
 World Peace Leadership (WPL) program youth participants
 Educators
 Entrepreneurs
 Mental health professionals
 Nonprofit representatives
 Philanthropists
 Scientific community

United Nations Co-Sponsors

Permanent Representation of Liberia to the UN
 Permanent Representation of El Salvador to the UN
 Permanent Mission of Sierra Leone to the UN



Sponsorship Packages

This is your opportunity to contribute to this exciting and unique Conference on "Youth Mental Wellbeing For Successful Implementation of the SDGs", a summit for UN representatives, diplomats, educators, researchers and other groups to pay close attention to youth issues, which will provide you and your company with valuable exposure to potential clients, consumers and networking contacts, while aiding speakers and participants from the developing world to participate. Your contribution will sponsor their participation.

Listed below are the various levels of participation and their benefits.

<p>Platinum \$10,000</p> <ul style="list-style-type: none"> ● 10 Conference complimentary registrations ● Acknowledgement at the Closing Session ● Access to high profile personalities ● Listing as an official sponsor in Conference material (folder and booklet for participants, and conference t-shirt) ● (Press Opportunities) Full-page advertisement on 2 issues of Brain World Magazine ● Advertisement on the Conference website ● Advertisement on Brain World magazine's website ● Opportunity to suggest a speaker relevant to the topic of the conference <p><small>We are 501(c)(3) organization, your sponsorship will be exempt from income tax.</small></p>	<p>Silver \$5,000</p> <ul style="list-style-type: none"> ● 3 Conference complimentary registrations ● Acknowledgement at the Closing Session. ● Access to high profile personalities ● Listing as an official sponsor in Conference material (folder and booklet for participants, and conference t-shirt) ● Advertisement on Conference website <p><small>We are 501(c)(3) organization, your sponsorship will be exempt from income tax.</small></p>
<p>Gold \$7,500</p> <ul style="list-style-type: none"> ● 5 Conference complimentary registrations ● Acknowledgement at the Closing Session ● Access to high profile personalities ● Listing as an official sponsor in Conference material (folder and booklet for participants, and conference t-shirt) ● (Press Opportunities) Half-page advertisement on 2 issues of Brain World Magazine ● Advertisement on Conference website <p><small>We are 501(c)(3) organization, your sponsorship will be exempt from income tax.</small></p>	<p>Bronze \$2,000</p> <ul style="list-style-type: none"> ● 2 conference complimentary registrations ● Access to high profile personalities ● Listing as an official sponsor in Conference material (folder and booklet for participants, and conference t-shirt) ● Advertisement on Conference website <p><small>We are 501(c)(3) organization, your sponsorship will be exempt from income tax.</small></p>
	<p>Patron \$1,000</p> <ul style="list-style-type: none"> ● 2 Conference complimentary registrations ● 2 Conference t-shirts <p><small>We are 501(c)(3) organization, your sponsorship will be exempt from income tax.</small></p>
	<p>Friend \$500</p> <ul style="list-style-type: none"> ● 1 Conference complimentary registration ● 1 Conference t-shirt <p><small>We are 501(c)(3) organization, your sponsorship will be exempt from income tax.</small></p> <p><small>*** We also accept in-kind donations for the conference. Details available upon inquiry.</small></p>

Terms of Payment

The Sponsor agrees to enclose with this application full payment. Payments should be made payable to IBREA Foundation and forwarded to: 866 UN Plaza, Room 407 New York NY 10017. To be included in any promotional materials, the contract and full payment must be received.

Sponsorship Rules & Regulations

Corporations, consulting firms, manufacturers, government agencies, colleges and universities and other associations are eligible. IBREA Foundation reserves the right to determine the eligibility of any sponsor or sponsorship during the course of the Youth Mental Wellbeing conference.

Speakers



Adora Svitak

Since the age of four, Adora has been exploring what she can do with the written word: everything from championing literacy and youth voice to working with the UN's World Food Programme to raise awareness about world hunger. Hoping to instill her love of writing in others, she taught her first class at a local elementary school the year her first book, *Flying Fingers*, debuted; since then, she has spoken at hundreds of schools, classrooms and conferences around the world.

In 2010, she delivered the speech "What Adults Can Learn from Kids" at TED. The speech received over 4 million views, and has been translated into over 40 different languages. That same year, Adora started organizing TEDxRedmond. Over the course of years of speaking, her audiences have included teachers, CEOs, entrepreneurs, artists, students, and delegates at the United Nations Economic and Social Council's Youth Forum.

Pacific Standard Magazine described Adora as one of the "30 Top Thinkers Under 30," going on to call her "an activist for feminism, liberal politics, and youth-oriented causes [...] pretty far up the road to becoming intellectual royalty." She has written widely, including opinion pieces for Mashable and the Huffington Post as well as contributions to poetry anthologies. Excerpts from her speeches and blog posts have been included in writing textbooks around the world. She is a 2011 recipient of the National Education Association Foundation's Award for Outstanding Service to Public Education, an honor previously bestowed on luminaries ranging from Bill Clinton to Billie Jean King. In 2014, she served as a Youth Advisor to the USA Science and Engineering Festival in Washington, DC. Adora is majoring in Development Studies and minoring in South Asian Studies at UC Berkeley.



Dr. Michael D. Gershon

Dr. Gershon's first investigation, undertaken while a medical student, showed that 5-HT is a mediator of anaphylactic shock in mice. During postdoctoral work with Edith Bülbring, he suggested that 5-HT is an enteric neurotransmitter. As Chair of Anatomy & Cell Biology at Columbia, he maintained his focus on enteric 5-HT, showing its many roles as a multifunctional GI signaling molecule, participating in peristaltic reflexes, gastric accommodation, intestinal inflammation, enteric neurogenesis, neuronal survival and development. He has also investigated the neural crest, enteric nervous system development and, with Anne Gershon, discovered that varicella zoster virus is an enteric pathogen causing enteric zoster (shingles). Dr. Gershon has been called the "father of Neurogastroenterology" for his extensive contributions to knowledge of the enteric nervous system and for his popular book, *The Second Brain*. Dr. Gershon's work has been recognized with awards from the American Physiological Society, Collège de France, American Association of Anatomists, American Gastroenterological Society, and Weill-Cornell. He is a Fellow of The AAAS, AAA, and AGA and is currently President of the Harvey Society.



Ilchi Lee

Ilchi Lee is the Founder and President of IBREA Foundation. Originally trained in martial arts and natural healing methods, Mr. Lee has been working over three decades to expand the notion that every human being has a great capacity to heal themselves and others through mindfulness, body movement, and centered action. From his early youth, Ilchi Lee had been driven by questions about the meaning of his existence. Dissatisfied with intellectual answers, he learned that training his body helped him gain a sense of centeredness and peace. In the summer of 1980, he climbed up Mount Moak in South Korea to pursue answers to these questions. Following 21 days of intense fasting and meditation, he experienced a state of full awareness and connectedness. Mr. Lee founded the Earth Citizen Movement based on the understanding that if a critical mass of people elevates its consciousness to see our commonalities as human beings beyond our differences, and lives up to that level of consciousness, we can start to solve our world's collective problems. For the past 35 years, he has made tireless efforts to expand this movement through different institutions and methods, including over 360 meditative and brain enhancement techniques. Starting with the creation of hundreds of mind-body training centers in South Korea, he and his students went on to open training centers in Japan, Canada, the UK, the US, Russia, Germany, Ireland. He also founded the Korea Institute of Brain Science (KIBS), the University of Brain Education, and the Global Cyber University, and the Benjamin School for Character Education, an innovative school without exams, without homework, where the key for development is focusing on oneself and receiving encouragement and nurturing from mentors. Author of over 38 books, including the New York Times bestseller, "The Call of Sedona", Ilchi Lee continues to spread the notion that we can create the world we all want to see by being responsible for our lives, and taking continued and passionate action for our goals.



Ambassador Oh Joon

Ambassador Oh Joon is the Ambassador and Permanent Representative of Republic of Korea to the United Nations in New York. He assumed this position in September 2013. Currently, he is serving as the President of the Economic and Social Council (ECOSOC). He also serves as the President of the Conference of States Parties to the Convention on the Rights of Persons with Disabilities (CRPD). During the Republic of Korea's term on the Security Council in 2013-14, he served as President of the Security Council for May 2014. Prior to this position, he was Ambassador of the Republic of Korea in Singapore from 2010-13 and Deputy Minister for Multilateral and Global Affairs in the Ministry of Foreign Affairs and Trade in Seoul from 2008-10.

From 2005 to 2007, he was Ambassador and Deputy Permanent Representative at the Permanent Mission of Korea to the United Nations in New York, during this time he chaired the United Nations Disarmament Commission (UNDC) for the 2006 session. During the Korean presidency of the 56th session of the UN General Assembly from 2001 to 2002, he worked in the President's office as Deputy Chef de Cabinet.

He joined the Korean Ministry of Foreign Affairs in 1978 and has served as Special Adviser to the Foreign Minister (2007-08); Minister, ROK Embassy in Brazil (2002-03); Deputy Director-General for Policy Planning (1999-2001); Counselor, ROK Embassy in Malaysia (1997-99); and Director, United Nations Division (1995-97). The ROK Government awarded him an Order of Service Merit twice, without homework, where the key for development is focusing on oneself and receiving encouragement and nurturing from mentors. Author of over 38 books, including the New York Times bestseller, "The Call of Sedona", Ilchi Lee continues to spread the notion that we can create the world we all want to see by being responsible for our lives, and taking continued and passionate action for our goals.

He received a Master's degree in International Policy Studies from Stanford University (1991-92); a diploma in International and Comparative Politics from the London School of Economics and Political Science (1982-83); and a Bachelor's in French literature from Seoul National University (1974-78).



Ahmad Alhendawi

Ahmad Alhendawi of Jordan is the first-ever United Nations Secretary-General's Envoy on Youth. He assumed office in February 2013. A strong youth advocate at the national, regional and international levels, Mr. Alhendawi was described by the UN Secretary-General as "the youngest senior official at the United Nations". He previously worked as the Youth Policy Advisor in the League of Arab States. Prior to this, he served as the Youth Policy Advisor in the League of Arab States in Cairo and as an officer in the Technical Secretariat of the Arab Youth and Sports Ministers Council. Past experience also includes serving as Team Leader for the National Youth Policy Project in Iraq, Youth Programme Associate at the Iraq office of the UN Population Fund (UNFPA), and as an Emergency Programme Officer at the non-governmental organization Save the Children. As a regional consultant, he has also supported the Danish Youth Council's projects in the Middle East and North Africa.

Mr. Alhendawi was a co-founder for Youth for Democracy Network at the Jordanian Commission for Democratic Culture which he headed. Internationally, he was a co-founder of the International Youth Council, based in New York. Mr. Alhendawi has studied and worked in Jordan, Iraq, Egypt, Turkey, France, and Germany. His current office is based at the UN Headquarters in New York.

Born in 1984 in Jordan, Mr. Alhendawi holds a Master's degree in Advanced European and International Relations, a diploma as "Policy Officer in European and International Organizations" from the Institut Européen in Nice, and a Bachelor's degree in computer information systems from the Al-Balqa Applied University in Jordan.



Dr. Barbara Melamed

Dr. Melamed is an experienced Clinical Health Psychologist with Board Certification in Behavioral Medicine. She is well known in the areas of children's health issues and was awarded the American Psychological Association's distinguished Research Award in Pediatrics. She has produced well-known scales in children's fears, and parent-child interactions. She served on the NIH study section as a reviewer and in IH Consensus Panels. She served on the Editorial Board of prestigious medical, dental and psychological journals. She has worked on the faculties in a medical facility with both inpatient and outpatient services for chronic illness, pain related problems and related anxiety, depression and psychophysiological disorders and currently specializes in post-traumatic stress disorders in families of soldiers following war experience, brain injuries and orthopedic problems. She produced a textbook in Behavioral Medicine and one on Child Health Problems. She currently is Director of Behavior Medicine Associates, a private practice associated with the John Burns School of Medicine Complementary & Alternative Medicine and the Mochiki Okada Wellness Center. She has a wide range of clinical and behavioral skills, particularly in surgery preparation, pain disorders, immune disorders. She has expertise in delivery of cognitive behavioral, psychophysiological, biofeedback and rehabilitation of patients with pain due to back injuries, illness-related pain. She also has a Marital Therapy background and helps parents of children who have behavioral or physical issues. She holds a Clinical Affiliate Professor appointment at the University of Hawaii Clinical Studies Program in the Department of Psychology.



Isabel Pastor Guzman

Isabel is currently Program Director at IBREA Foundation and Editor in Chief of Brain World Magazine, a quarterly publication providing the latest discoveries about the human brain and how it relates to our daily lives. As certified trainer by IBREA since November 2009, Isabel has developed and implemented holistic education seminars and programs in the US, Liberia, El Salvador, Sierra Leone, Costa Rica, the Philippines, India, helping many young people recover confidence, motivation, focus, and enhance their endurance and perseverance. The results of the projects she managed in Liberia and El Salvador, with war-affected youth and youth living in violent environments respectively, showed statistically significant results related to trauma, peer relations, self-regulation, test anxiety, self-esteem and academic motivation. From July 2003 until July 2008, Isabel worked for the International Organization for Migrations (IOM) in its regional offices in Brussels and Budapest, developing numerous policies and programs to facilitate legal migration and curb illegal immigration and human trafficking among young people from the Balkans, North Africa and Latin America to Europe. She holds a BA in Law and did graduate studies at the Harvard Kennedy School of Government. Growing up and being educated in Tunisia, Spain, the US, France, Belgium, Hungary, she speaks three languages fluently and has experienced a wide variety of cultures. She recently developed and is managing a project with high school students in Harlem, New York, and another one with middle school students' leadership classes in Honolulu, Hawaii.



Laura Calderon

Laura has been receiving IBREA Foundation's program since 2011. Since then, she has strived to make the best of her experience and unleash her confidence and inner power to create the life she wants.

Laura is a young girl from one of the poorest and most violent neighborhoods in San Salvador. After getting pregnant by force at the age of 15, Laura continued with her studies despite all odds, including the assassination of her mother, the only income-bearer in the household. Today, Laura is going to college and keeps passionately working for her dream to be a teacher and a writer.

Her story is a story of growth, a story of the great power of our human nature. There are many girls around the world in similar situations who might find it hard to believe that there is a brighter future. Her story has inspired many and continues to shine a light of hope.

SPECIAL SPEECH BY HALSEY

SINGER, SONGWRITER AND SOCIAL AWARENESS ADVOCATE



Moderated by Pam Belluck. American journalist and author, Pam is a health and science writer for The New York Times and author of the acclaimed non-fiction book *Island Practice*, which is in development for a television series. She was a member of The New York Times reporting team that received the 2015 Pulitzer Prize for International Reporting for coverage of the 2014 Ebola virus epidemic in West Africa.

Sponsorship Contract

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