

# Eternea

## Global Launch Event Synopsis

### The Global Census Project for Spiritually Transformative Experiences

Eternea plans to launch The Global Census Project for Spiritually Transformative Experiences (GCP-STE) in New York City in the fall of 2016 or the spring of 2017. This is an historic, unprecedented, inaugural effort to determine the prevalence, frequency and geographic distribution of spiritually transformative experiences (STEs) in the global population by enlisting the support, cooperation and participation of international media to aid the scientific community in making this effort a huge success.

This event will be attended by a large gathering of leaders and luminaries from science, spirituality, entertainment, sports, politics, religion and the international media. It is proposed that Edelman & Associates, NYC, will serve as event coordinator.

At this gathering, Eternea's leadership and its strategic partners, as well as several scientists and celebrity participants, will take part in a well-orchestrated press conference and media reception. Major international media interests (print, broadcast, digital and social) will be invited to attend. The event will also be presented as a live podcast for members of the international media who cannot attend, and for the general public as well.

This event will be a highly coordinated appeal by all participating leaders and luminaries to the world's media asking for their ongoing cooperation with and participation in the GCP-STE to help make it a resounding success.

This proposed event will consist of the following:

- An introduction to Eternea and its vision and mission, emphasizing the importance of promoting GCP-STE in ongoing news and feature stories, in editorials and commentaries, and through donated advertising or public service announcements intended to encourage people all over the world to report first-hand accounts of their STEs online in the STE Electronic Registry (**STEER**) at [eternea.org](http://eternea.org).
- Mini TED-style talks by featured scientists, doctors and celebrities voicing support for STE research and world-wide participation in the GCP-STE.
- World premiere of “**The Eternea Tree**” DVD.
- World release of “**The Eternea Files – Volume One: A Compilation of Exceptional Spiritually Transformative Experiences**” taken from the STEER archives.
- World Release of the illustrated book “**Fred’s Big Mistake – One We All Make**” by John R. Audette, MS.
- Premiere of **One World Sound Meditation Experiential**.
- Opportunity for Q&A from those attending in person and online.
- Signing ceremony by esteemed guests and speakers of Eternea’s **Veritas Prevale Petition** (Truth Prevail) calling for alignment of science and public policy.

- Live podcast of the event for those who cannot attend allowing true global participation.
- Media reception with speakers, distinguished guests, the leadership of Eternea and strategic partners.

The primary goal of this “Launch Event,” as described above, is to achieve the cooperation of major international media interests with an ongoing global campaign to build awareness of and participation in GCP-STE.

For this endeavor to be a success Eternea and its strategic partners must effectively persuade media to donate advertising, air public service announcements (PSAs), video news releases (VNRs), run news stories and regular interviews with Eternea’s leadership, all intended to promote public participation in this historic effort in an ongoing manner. The major thrust of this marketing campaign is to consistently and continuously encourage the public to report their first-hand accounts of their STEs in STEER at [eternea.org](http://eternea.org).

If media pledge their cooperation by providing sufficient pro bono advertising and publicity, STEER should grow into the world’s largest and most comprehensive digital archive of first-hand accounts of STEs, freely accessible data to both the public and researchers.

Eternea proposes that Edelman & Associates will coordinate the organization of the event including assistance with the guest list, invitations and follow-up to secure commitments, venue arrangements, technical requirements, hospitality, etc. After the event, the coordinator will engage in a long term follow-up effort with those who attended and those who could not attend to secure ongoing media promotion of the GCP-STE.

At the event and online, a press kit will be available which will include: CVs of all luminaries, celebrities, doctors and scientists attending; *The Eternea Tree* DVD, which illustrates the Eternea Strategy to catalyze co-creation of an optimal sustainable future for earth and all its inhabitants; our first book, *The Eternea Files, Vol. 1*; our four-color illustrated book entitled *Fred’s Big Mistake – One We All Make*; Eternea’s Video News Release: *The Eternea Solution*; PSAs; Eternea’s portfolio and brochure; promotional flyer about the Eternea Summit Series (*Exploring The Eternal Nature of Consciousness*); business cards/resumes of Eternea principals; list of definitions of all STEs and non-local consciousness experiences (NLCEs).

## **Scientists, Spiritual Leaders, Celebrities and Strategic Partners Coming Together to Support the GCP-STE Launch Event**

The contemporary spiritual awakening movement, also known as the human potential or consciousness movement, is privileged to have many prominent leaders who are fervently dedicated to advancing human civilization by raising individual awareness. Also, many celebrities from the world of entertainment and sports are likewise devoted to helping improve the human condition, along with leading authors, scientists and academicians and a host of kindred charitable organizations--all united by the desire to change the world for the better. Many spiritual and religious organizations are focused on this goal as well.

What might happen if they all came together to lend their combined support to Eternea’s GCP-STE? Something truly epochal would happen...something magical... a real shift in human evolution and spiritual awareness, fueling the co-creation of an ideal future for earth and all its inhabitants, which many long to see and which some would say is long overdue.

Collectively, Eternea refers to these leaders as **The Vanguard**. It is a group of powerful people who are spiritually enlightened, awake, aware, and sincerely committed to serving as agents of positive social change as role models and teachers. Some also offer spiritual teachings or insights that are consistent with empirical findings derived from scientific research concerning STEs. They represent humanity's best hope for forward progress.

Collectively, these forward-thinking progressive leaders are responsible for producing scores of books, articles, workshops, conferences, lectures, television shows, DVDs, movies, music and musical concerts, retreats and other resources—all of which help individuals grow spiritually and become more loving towards one another and to all things. For the most part, these individuals go about their work in an independent manner, inspiring others through the best singular efforts they can to elevate individual human consciousness and to promote selfless love, kindness, caring and compassion.

Eternea envisions an unprecedented synergy among these prominent individuals to serve the greater good of all things, thereby inspiring the public to work cooperatively in a galvanized fashion. We believe it begins with a collaborative effort to make GCP-STE a huge success. The coalescence of these individuals, applying their influence and resources, could create an irresistible power to dissolve the wall of materialism and nihilism. Combined with recent findings by frontier science from its study of STEs and NLCEs, the power of collaboration and intention from The Vanguard could tear down this wall forever. Eternea refers to this combined collective effort to promote positive social change in the world through the leadership of The Vanguard in a word: **SynerGe**, meaning many coming together to aid the earth and all its inhabitants, co-creating an optimal sustainable future.

Synergy is that state which exists when two or more people or organizations work together in cooperation, collaboration, harmony and cohesion to advance a cause or goal, whereby a result is achieved that is greater than what one or the other could accomplish independently. In the realm of synergy, the whole becomes greater than the sum of its parts.

The **SynerGe** strategy can similarly create global synergy among all peoples, nations and cultures on a scale never before seen, effectively responding to the myriad of serious challenges that threaten humankind's survival. More about the meaning of SynerGe can be found at [eternea.org](http://eternea.org).

## **What are STEs? What Is the STE Electronic Registry (STEER)? How Will STEER Data Be Used?**

An STE is any peak, mystical, transcendent experience, of one kind or another, in which an individual is profoundly spiritually transformed. These include: NDEs or near-death experiences, SDEs or shared-death experiences, OBEs or out-of-body experiences, angel encounters, extraordinary encounters in nature, and many more types of personal experiences that alter or shift one's perception, awareness, or consciousness beyond the traditional capacity of the five senses. For a complete list of STEs and their definitions, please visit [eternea.org](http://eternea.org).

Sometimes, an STE involves the presence of exceptional abilities such as telepathy or remote viewing while in an out-of-body state, as well as encounters with deceased loved ones or divine entities in a non-physical or non-material spiritual realm. People who undergo an STE often report profound life-changing consequences. Typically, they become more altruistic and spiritual or overcome any fear of death. They may develop a strong belief in eternal existence and the oneness of all things.

The Gallup Poll organization estimates that approximately one-third of all adults in the world have had a near-death experience (NDE), which is one of the most common types of STEs. Since 1974, a plethora of books, articles, news and feature reports, and movies on the subject of STEs have appeared. Moreover, scores of scholarly and scientific articles have been published in professional and academic journals. Additionally, historical STE accounts can be found in the literature dating back to ancient Greece during the time of Plato.

**STEER**, found at eternea.org, is an on-line internet-based resource that may be accessed freely by people across the globe in order to register and archive one or more STEs. At STEER, people simply enter their own personal written narrative account of their STE or their multiple STEs by answering a series of questions. They can upload video or audio files and other supporting documentation such as medical records or scans. They can also explain in detail how their STE transformed them and changed their lives.

STEER provides a virtual treasure chest of information for scientists from all over the world to study. It also enables the interested public to read these accounts first-hand. As the STEER global archive and data repository grows larger over time, it will enable scientists to answer many important questions about STEs. For starters, scientists will be able to estimate more accurately the true prevalence and geographic distribution of STEs, as well as the impact of cultural and religious diversity. It will also give scientists a better grasp of how STEs affect and transform the people who undergo them.

With the ongoing support of international media and social media interests, STEER could become the world's largest and most comprehensive digital archive and repository of STE accounts. Since October 2012, without benefit of major publicity or media support, more than 1,200 STEs have been registered in STEER at eternea.org. As a result of ongoing global promotion, it is conceivable that millions of new STE cases from all over the world will be registered, archived, vetted, and then studied by participating scientists. Some exemplar accounts will be featured on YouTube as well and will be streamed daily at eternea.org

The importance of this database cannot be overstated. After initial vetting and evaluation by qualified experts, reported STE cases will be made available for open viewing by the public free of charge at eternea.org along with any associated audio/video files and corroborating evidential documentation that may have been uploaded by individuals reporting their experience(s). The identity of contributors will be held confidential from the public. This provides the public with a first-hand look at the raw data concerning STEs in much the same manner as scientists examine it during their research.

Eternea's premise is that empirical evidence from STEs may inspire people to reexamine their beliefs about life after physical death and by so doing modify their approach to their current lives right now. STEER gives the public access to first-hand accounts from around the world. And, after studying the raw data, the public can formulate their own conclusions about the validity of STEs and their potential ramifications for a better understanding of the true nature of reality.

As researchers embark on new studies, Eternea envisions a trove of scholarly articles published in professional and scientific journals, as well as the publication of many more books on the subject and the production of many more documentaries, news reports, and other forms of attention by popular media.

## **Why Is It Important to Conduct a Global Census of STEs?**

STEs offer a rare glimpse into what may be higher dimensions of a greater reality surrounding the conventional three-dimensional physical-material reality most of us experience in everyday life. STEs frequently inspire people (experiencers and non-experiencers alike) to grow spiritually and thereby become more kind, caring, loving, compassionate and forgiving.

As such, STEs could serve as the most promising catalyst we currently have at our disposal to elevate human nature and achieve dramatic improvement in the human condition. They represent the fertile ground where science and spirituality meet, and they may become the catalyst for overturning the traditional scientific model of materialism. This observation is seismic in importance and has far-reaching consequences for humanity, science and religion if accurate.

The greatest mystery of all is the question of what becomes of us after the physical body dies, and what is the meaning of consciousness and awareness? What is our status as sentient beings, when our physical bodies die? We yearn to know if there is life after death. We hunger to know our life's true meaning and purpose. We thirst for transcendent meaning to our existence and for a sacred connection to some benevolent, omniscient and omnipotent power that is infinitely greater than ourselves. We wonder who we really are, where we are going and why we are here. These are the central questions most us contemplate as we seek to understand the nature of our very existence and our relationship to the larger cosmos.

STEs offer greater potential than any other phenomena currently known to help us answer these overarching questions and solve these ancient mysteries. The GCP-STE represents a very important and much needed next step in this process to better fathom the meaning and significance of STEs generally. Ultimately, this endeavor could be the platform from which humanity may be able to make a quantum leap forward in its spiritual evolution. It could serve as a springboard for the co-creation of an optimal sustainable future for earth and all its inhabitants. It could be the long-awaited catalyst that may finally trigger a major paradigm shift.

## **Birth of “A Onederful-World”**

Soon after the launch event, Eternea plans to organize another major happening: **The Birth of A Onederful-World (BOW)**. This would be a weekend-long globally televised celebration of peace, love, harmony and unity, simulcast from multiple stages around the world. If successful, it could take place annually.

BOW would be a festival of entertainment of all kinds to include music, dance, drama, poetry, film and art representing an international mix of creative expression. Participants would include leaders of the human consciousness/spiritual awakening movement together with a global mix of celebrities, musicians, artists, progressive religious and political leaders, prominent figures from the world of media and sports, and from the scientific and academic communities. These participants, members of The Vanguard mentioned earlier, would pledge their combined support for the ongoing success of SynerGe to engender A Onederful-World. The event could also function as a telethon-style fundraiser for Eternea.

Many who desire to realize an optimal sustainable future for earth and all its inhabitants have waited patiently for “the hundredth monkey” to appear. They have waited patiently for a critical mass of people to come together to raise and shift the collective consciousness. Clearly shift is needed. It could be that human survival and the viability of planet earth depend on it. Perhaps it is

now time to make it so through the collective intention of those who wish it to be so, which is a primary motivation behind Eternea's effort to organize BOW. Learn more about Birth of A Onederful World at [eternea.org](http://eternea.org).

## **Eternea's Long-Term Plan To Support Its Programs & Services**

With international media interests supporting the GCP-STE, it is hoped that the event will succeed in bringing potentially tens of millions of new visitors to Eternea's website to discover resources and register their STEs. It is anticipated that the majority of these new visitors will be inspired by what they read, see and hear at [eternea.org](http://eternea.org). Some may become motivated to support Eternea.

The influx of new visitors to Eternea's website as a result of this campaign, and the ongoing global publicity generated by it, should result in a significant increase in Eternea's annual revenue and donations from these new visitors in one or more of the following ways:

1. By making donations, major gifts, planned gifts and bequests;
2. By becoming members who renew their memberships each year;
3. By purchasing books, CDs, DVDs or other goods for sale on the website or through its Amazon.com links;
4. By paying registration fees to attend online webinar series and other educational programs;
5. By receipt of regular percentage of royalty payments donated to Eternea from authors who publish books based on STEER data, as well as on topics of related interest (To date, five authors have agreed to donate a portion of their royalties from the sale of forthcoming books, to include Allen Johnson; Victoria Hummel; Dr. Gary Schwartz, Eternea's Chairman; Suzanne Giesemann, Chairman of Eternea's Spirituality Leadership Council; and Lesley Lupo, its Vice-Chairman); and
6. Licensing royalties from future patents issued to Eternea which relate to technology or software it develops or from technology or software projects funded by Eternea.

It is not possible at this time to predict how much annual funding could be generated for Eternea from these sources, but we estimate it could be millions of dollars. We assume that funding will grow each year, as awareness of and support for Eternea's programs gain momentum.

These income sources will be supplemented by occasional capital campaigns, grants, corporate sponsorships, special events and other forms of charitable support. Together, they should provide Eternea with the financial wherewithal to fully execute its mission and vision on an ongoing basis.

In time, Eternea will establish the Frontier Science Endowment Fund to pursue top priorities in research, education, outreach, transformation and technology development.

It all begins with the success of the GCP-STE launch event and, subsequently, BOW—all to help Eternea accomplish its mission and vision to serve as an effective catalyst for the co-creation of an optimal sustainable future for earth and all its inhabitants.

Thank you for your support!