



Steve and Keith...

It was a pleasure meeting you yesterday at your office; we hope you are as excited about the possibilities as we are. We look forward to continuing the conversation.

We'd love to hear your initial thoughts, and then regroup. More at www.WhoIsEsther.com/pmcf.

Sincerely,

Randall, Linda, and the Who Is Esther Productions team

The Backstory

2016



Pre-cancer...

2017



Leukemia
Bone Marrow Transplant
7 months treatment in PMH

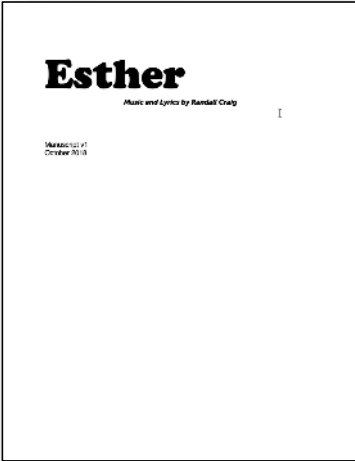
2017



“Write a Broadway-style musical”
7 months creativity in PMH

Early Development

2018



Manuscript (v1)

2018



Music (v1)

2019



Musical Preview Event

Marketing and PR Foundations

2020



Brand Development

2021



Website
Social Media

2022



2023



Ride to Conquer Cancer
(4x captain)



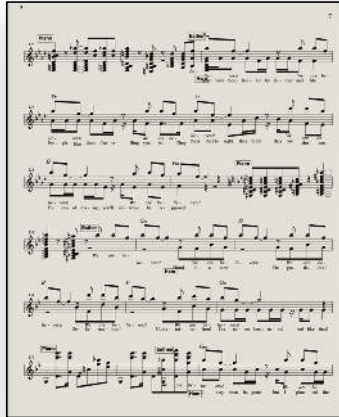
Momentum...

2024



Final Manuscript
(Input from 43+ people)

2024



Final Score

2024



Workshop Casting
Studio Recording

2025



Production of Studio Video
of Who Is Esther

Building community, audience (and donors)...

2025+



Speaking Engagements
Goal: Get on other stages to share story and build affinity

2025+

Who is Esther – an unexpected back-story

Q: "This step - what just came out of my mouth?"

BC: Perhaps the most people I wanted in high school. For me it meant that people (other than father and brother) I took a first-year university performance course, again on film, and have what fans know.

Q: As a teenager, I started writing music, which is very different to do as a professional. So I wanted to play my parents' piano - usually 30 hours every day. There is no substitute for piano practice - except perhaps piano lessons, which only I didn't take. So every day in the hospital I did the piano sometimes that I studied as a child, just to improve my dexterity.

Q: Tell me about who is Esther.

BC: Who is Esther is about the modern-day heroine who inspires people to believe that everyone - no matter their upbringing or background - has it within themselves to make a positive difference.

Q: The story itself has a long pedigree like Joseph and the Brothers' Journey and the Esther story is 2000 years old. Who is Esther like heres, what's her lessons, and several great truths.

Q: It is set in the present day, and she can stream music, has a diverse musical style, from funk, to rap, rock, and blues. So imagine in addition, the music writing, and the diverse musical in today's world of artists, what's the message, corporate good, social justice, and the ability to drive change in a society through with creative causes.

Q: What's the story?

BC: Picture Mr. Vorpan, the charismatic CEO of a major corporation. Overlaid in going and for him, until his female VP gets due to his sexual advances. To reveal a redemption, he decides to hold a singing contest. Esther, a street-wise young woman from the hood competes. To the surprise of all, she wins and is appointed as the VP.

Q: How's Esther inspiring others? Does it like Esther or people like her, and why give their stories.

BC: Esther got bringing it to a stage. For now, fans see four scenes of the musical at www.WhoIsEsther.com.

Q: Esther finds the courage to speak truth to power: she turns the tables on them, and holds her own to success. Esther is a change-maker, and by the end of the play, the audience realizes that they can be that, too.

Q: Is there a turning point in the play's history?

BC: Can I say that? I still remember, shortly after my hospital, copying all the computer and writing the first song. I thought it was perfect. The next day, we had a meeting with a consultant in white, one of many that I would later do. The next morning, just as we were to meet, the consultant had had finally figured out how to meet the story into the present. We still had to keep the underlying characters and story. The third turning point was when I got the funding to make the music for the film, and played it for my wife. The final is a very complex piece that weaves so many of the melodies together in a very personal way.

Q: Powerful how so?

BC: The music defines the story, and then in the context of a battle between good (Esther) and evil (them, her antagonists). In the end, Esther and the chorus are singing the anthem using the Jewish melody, while pictures of some of the heroes who also stood up for the rights of others are projected in the background. From Yehonatan, to Martin Luther King Jr. to Mother Teresa, to many more. In the end, the audience realizes that Esther's story is really many. And who is Esther? Esther is us. A very emotional realization.

Q: Is there anything that you were particularly proud of?

BC: We had a "Musical Preview Event" for an early version of the soundtrack. There were about 2000 people at the event. The audience's reaction was massive as we had all of these people singing together during the finale - it was incredible.

Q: So what's next for Esther?

BC: Next up bringing it to a stage. For now, fans see four scenes of the musical at www.WhoIsEsther.com.

Build Marketing Collateral
Goal: Build media assets as backgrounders

2025+

Sing with Esther

Who Esther is a musical about a woman who was raised in the hood to follow the music to build the future with the power of the voice.

Q: Can I see the music?

BC: Yes, you can. The music is available on our website at www.WhoIsEsther.com.

Q: Why Sing with Esther?

BC: Sing with Esther is a program that allows you to share your voice and inspire others to do the same. It's a way to build a community and support a good cause.

Q: How can I get involved?

BC: There are several ways to get involved. You can join the choir, sing at events, or donate to the program.

Q: Is there a cost to participate?

BC: No, there is no cost to participate. We are a non-profit organization and we are grateful for your support.

Q: How can I learn more?

BC: You can learn more by visiting our website at www.WhoIsEsther.com or by contacting us at info@whoisesther.com.

Sing With Esther Choir Program
Goal: Build an audience and a community to attend the musical

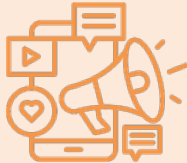


Who is Esther

On Stage 2027

2026 Current Activities

Marketing



Social Media



Outbound Email



Media and PR



Sing With Esther (Choir)

Production



Build Creative Team



Toronto Musical Theatre Collective



Book Venue



Build company /Casting

Financial



Advisory Board



Financing (Gov't/Sponsors)



Partnerships

Current Status

- “Who Is Esther Productions” name registered with gov’t
- Operates as a not-for-profit social enterprise
- Development funding: \$40K (what got us here)
- New financial commitments: \$25K
- All proceeds from 2027 performances earmarked for _____?

Potential Partnership: PMCF

Direct Benefit: Dollars in the Door

- Recipient of all profits for 2027 Toronto dates
- Option for on-stage time for a brief presentation
- Option for direct solicitation of patrons
- 8 reserved tickets to each performance (eg for fundraising, recognizing volunteers, recognizing Ride team captains, etc)
- *Sing with Esther* activations (local fundraising + direct audience solicitations with QR code)
- Use of Randall for large donor parlor meetings and events

Indirect Benefit: Marketing and PR

- Recognition in our marketing and publicity
 - Recognition as “Official Beneficiary Partner”
 - Facebook and Instagram mentions
 - Email list outreach
- Ride participant benefit: special discounted pricing for tickets
- Audio branding: optional use of “We are believers” song in 2026+ PMCF events
- Optional: PMH Atrium “mini-concert” for patients and staff