



THE DAY AFTER PEACE

THE DAY AFTER PEACE charts the remarkable 10-year long world journey taken by award winning filmmaker Jeremy Gilley to establish a day of Peace on September 21st. During the course of his mission the camera follows Gilley as he galvanizes the countries of the world to recognize this as an official day of ceasefire and non-violence.

After the official motion is unanimously adopted in the UN, Gilley turns his efforts to implementing the ideals of Peace Day around the world. Celebrity support from the likes of Angelina Jolie and Jonny Lee Miller and corporate support from Puma, Coca-Cola, Ben & Jerry's and Ecover enhances the momentum.

Jeremy's persistence is rewarded when UNICEF, the World Health Organisation and local affected communities decide to try and use the Day to carry out a mass vaccination against Polio, in one of the toughest conflict areas in the world, Afghanistan.

Jeremy asks Jude Law to accompany him to Afghanistan, to help persuade the government and insurgents to ratify Peace Day. The task seems impossible, but pure human spirit in a country exhausted with conflict, may just win through.

Director's Statement

I had read in a book by Frank Barnaby that the media had a special responsibility to be very careful about what kinds of images and thoughts we string together, because so many people take them in. That was interesting, and it inspired me to think, 'What can I do with a film camera? How can I use the form to somehow make a change in the world?' I really wanted to make a film about peace, and my research led me to realise that there was no day of peace. That's when I had my idea — could I make a film about trying to establish the first ever day of peace on the planet with a fixed calendar date. I want to use the medium of film as consciously and as constructively as I can.

The Day After Peace was received at its world premiere during the 61st Cannes Film Festival on Monday May 19th, presented by Nick Fraser, BBC Storyville Series Editor. The Film was extremely well received with a standing ovation, and the evening ended with a reception hosted by Puma.

Peace One Day would like to thank PUMA
the principal supporter of the World Premiere of 'The Day After Peace'.

