

**The project title: We - Women tell their stories**

Slogan: Everyday Brave, Everyday Hero.

Style: Interview with B-roll at talent's space

Length: 5 or 6 episodes, 12-15 minute per episode.

Produced by Leia

Platform: YouTube Channel [https://youtu.be/1Vtelg76eF8?si=S\\_PtSI\\_4NBmAjOgd](https://youtu.be/1Vtelg76eF8?si=S_PtSI_4NBmAjOgd)

***We/ Treatment***

*We* is a short-form video series spotlighting the real-life experiences of multicultural women living in the Seattle area. These are 5 or 6 episodes in this first season. Each episode is about 12-15 minutes concerning a lady coming from a different cultural background, she shares deeply personal stories about the complexities of midlife. Each episode is a combined interview and natural B-roll footage filmed in the woman's home, office, or personal place. The visual style aims to feel warm, honest, and grounded. It would create a space where feelings and experiences.

Women in *We* are not famous or successful people. These are women you might pass on the street, mothers, daughters, immigrants, professionals, neighbors. Each one faces the unique challenges of midlife. Many have dual caregiving roles, looking after both aging parents and growing children, working hard for their careers, relationships, and their own physical and mental health. They share how they face and solve problems. Their stories are rarely addressed in media. *We* shine a light on these challenges, highlighting both the pain and the strength behind the struggle. Their voices are powerful. Their stories, though ordinary, are deeply human. Women in *We* are trying to be everything to everyone and still searching for themselves.

After watching *We*, viewers will see reflections of their own lives or the lives of women they love. *We* is not about giving advice. It's about sharing experiences. It's about recognizing that strength comes not only from solving problems, but also from simply continuing to show up.

The title named *We*, carries a message: *You are not alone*. Watching *We*, the stories are individual, but the emotions are universal. When one woman speaks her truth, it helps others feel seen, heard, and understood. In a world that often isolates us, *We* is a reminder of our shared experiences and quiet connections. *We* is a path of empathy, a way to say, *I can see you. I've felt that too. And we're in this together.*