

WHERE WERE YOU WHEN YOU DECIDED TO CHANGE THE WORLD?

Sri Lanka, 1975.

A train winds slowly through the jungle. Passengers, mostly Westerners, crowd the front car. They are sitting on wood benches, leaning against lead-glass windows. The tropical heat and motion of the train lull them to sleep.

Minutes pass.

Hours.

Finally, the train approaches a small village. The conductor ambles down the aisle and stirs the passengers from their slumber, handing each a small box lunch.

The train exhales steam.

Then stops.

Instantly, it is surrounded.

Outside are throngs of children. All have the hollow stare and gaunt body that are unmistakable signs of starvation.

The passengers are stunned.

"For God's sake do something!" a woman pleads.



Frantically, the passengers collect their box lunches to give to the children.

The conductor objects.

They hand out their lunches anyway. A feeling of relief sweeps through the train. Disaster, it seems, has been averted.

"Lunches!" a man implores.

"We need more lunches!"

There are no more.

The children burst into a violent riot. With sticks, rocks, even bare hands, the stronger children strike down the weaker children, and take their food.

As the passengers stare, paralyzed with disbelief, the train slowly begins to pull away, leaving many small girls and boys lying on the ground.

Lifeless.

The Matale Line is the name of the track that train was on. One of its passengers, a 13-year-old boy, went on to found a communications agency solely to help nonprofits. It is called The Matale Line.

The Matale Line is a collection of communications experts, versed in a range of disciplines, from strategy, branding and fundraising to advertising, interactive and PR.

Each of us believes that good intentions are never enough.

That nothing in the world will ever change until an organization gets a critical mass of the right people to commit to that change.

Our purpose is to help you become that organization.

Every organization has a story. Told right, yours can change the world.

Let's talk.

Call Bill, The Matale Line's founder, at 206.343.9000. Or email bill.toliver@mataleline.com.

