



## **The Ultimate Resource**

***A special note to Program Directors and the Press:***

**A collection of video previews and high resolution photos from the program are accessible by clicking on**

**[http://www.freetochoosemedia.org/production/ultimate\\_resource/press.php](http://www.freetochoosemedia.org/production/ultimate_resource/press.php).**

### **PROGRAM DESCRIPTION**

Free Market incentives are changing lives and entire economies over much of the world. In the last 25 years, hundreds of millions of people – 400 million in China alone – have climbed out of dire poverty where they have been living on less than \$1 per day. It is the largest movement out of poverty in human history.

Yet, two thirds of the world’s population – four billion people – still do not have the tools to thrive in free markets. Forced to operate outside the rule of law, they have little education, no legal identity, no fungible property, no credit, no capital, and thus few ways to prosper.

*The Ultimate Resource* shows how, even in some of the most unlikely places in the world, individuals are proving that, when free to exercise their inborn creativity and determination, they have dramatically improved their lives. The program highlights how tiny loans have transformed the lives of a family and their village in Bangladesh. Whirlwind changes in the former Soviet satellite Estonia have made it one of the freest economies in the world. A Peruvian farmer rejoices as government reforms finally allow him to acquire legal title to his land. Through these and other inspiring stories, *The Ultimate Resource* demonstrates that economic policy is not just academic theory, but a very real force that impacts the lives of people everywhere.





Shot on location around the world in HDTV, the production features some of today's most inventive thinkers, including Hernando de Soto, Johan Norberg, James Tooley and the 2006 Nobel Peace Prize winner Muhammad Yunus.

## **FIVE STORIES**

### **Victoria's Chance**

In Ghana, poor parents at great sacrifice, are investing in their children's education by choosing private providers. Competition is driving the need for education and its improvement. Even the poorest people on earth realize that education is a priority.

### **Eusebio's Dream**

In the mountains of Peru, descendants of the Incas have farmed the land for generations. Yet, without clear ownership of the land, the people were unable to rise above subsistence. But now, the Peruvian government has finally granted land titles to these proud farmers and the future holds great promise.

### **Pennies a Day**

Microcredit has become a worldwide phenomenon. Pioneered by the 2006 Nobel Peace Prize winner Muhammad Yunus, The Grameen Bank, has given very small loans – averaging \$85 each – to millions of villagers in rural Bangladesh. This has enabled poor women to start successful business ventures and lift their families out of extreme poverty.

### **Freedom's Sound**

During the decades of Soviet domination, the Estonia Piano Company produced mediocre pianos for the Communist bloc. Following independence in 1991, Estonia opened its economy to free trade, and the company suddenly had to compete in order to survive in the global marketplace. Through





entrepreneurship and innovation, the company now produces high-quality instruments at prices that attract buyers from all over the world.

### **The People's Economy**

Economic reform has opened China to the Internet and other cutting-edge technologies. In the ancient city of Su Zhou, budding entrepreneurs at Snail Game are helping their company compete in the global marketplace through the phenomenon of online gaming.

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