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Subject:	FW: CFR 6/6 DC: Adolescent Minds, Extremism, and the Power of Pop Culture
Date:	2016/05/26 13:24:48
Priority:	Normal
Type:	Note

FYI-

From: (b)(6)
Sent: Thursday, May 26, 2016 10:19 AM
To: Snyder, Nathaniel
Subject: CFR 6/6 DC: Adolescent Minds, Extremism, and the Power of Pop Culture



SPEAKERS

Naif A. Al-Mutawa, *Creator of THE 99 and Assistant Professor of Clinical Psychology, Kuwait University*

PRESIDER

Farah Pandith, *Adjunct Senior Fellow, Council on Foreign Relations*

Dear Mr. Gersten:

DC Comics' Justice League of America have joined forces with Teshkeel Comics' THE 99 to create an unstoppable army of superheroes, and forge a link between pop culture and international affairs that was long overdue. Despite pop culture's tremendous influence on youth and adolescents, it has been a

INVITEE

David Gersten, U.S. Department of Homeland Security

DATE AND TIME

Monday, June 6, 2016
12:00 p.m. – 1:30 p.m.

LOCATION

Council on Foreign Relations
1777 F Street, NW
Washington, DC 20006

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weak component in CVE landscape.

Ahead of the curve and a pioneer in this space, Dr. Naif Al-Mutawa understands kids and their minds. An award winning serial entrepreneur, clinical psychologist and clinical hypnotherapist, Dr. Mutawa is the creator of THE 99, the first group of comic superheroes born of an Islamic archetype. THE 99 has received positive attention from the world's media; *Forbes* named THE 99 as one of the top 20 trends sweeping the globe and President Barack Obama praised Dr. Naif and THE 99 as perhaps the most innovative of the thousands of new entrepreneurs viewed by his Presidential Summit on Entrepreneurship.

To influence the demographic of Muslims under the age of thirty, which is nearly a billion strong, ideas like this must be scaled up and fast. Influencing this generation requires using powerful role models, pop culture and knowledge about the human brain. How can for-profit companies, civil society and governments work to bring forward ideas that can help fight the lure of extremist ideology? What ideas are missing and who are the next generation of superheroes?

We invite you to join us as we discuss these questions, and how the power of all kinds of "superheroes" can be enlisted in the fight against extremism.

With best regards,
Farah Pandith

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