



DOW LIVE EARTH RUN FOR WATER ANNOUNCEMENT FACT SHEET

- What:** The Dow Live Earth Run for Water is the largest solutions-based initiative aimed at solving the global water crisis in history. Taking place on April 18, 2010, the event will consist of a series of 6 km runs/walks (the average distance many women and children walk every day to secure water) occurring over the course of 24 hours. The events will feature live musical performances and water education activities in an effort to ignite a massive global movement to put an end to this epidemic.
- Where:** The Dow Live Earth Run for Water will be held in countries around the world. Today, we are announcing the first 12 cities to host run/walk events including, **Buenos Aires, Argentina; Cape Town, South Africa; Chicago, IL; Hong Kong, China; London, UK; Los Angeles, CA; Mexico City, Mexico; Minneapolis, MN; New York, NY; Rio de Janeiro, Brazil; Singapore City, Singapore; and Stockholm, Sweden.** For a full list of Dow Live Earth Run for Water cities visit <http://liveearth.org/run>.
- When:** The Dow Live Earth Run for Water will be held on – April 18, 2010 – over the course of 24 hours.
- Why:** Water scarcity is an issue affecting countries, communities and families all over the world. One in eight people don't have access to safe, clean drinking water. Communities in Africa, Latin America and Asia suffer 1.8 million deaths every year from diarrheal diseases and the death of 5,000 children each day due to inadequate water infrastructure. In these areas, women and children are forced to walk 6 km (3.7 miles) each day to secure water that is likely unsuitable for drinking. However, the water crisis is not only limited to developing nations. In cities such as Los Angeles and Sydney, growing demand on limited water supplies has led to enforced water rationing and increased costs to the public. Adding to these existing issues, the affects of climate change are increasingly impacting both supply and quality of available fresh water throughout the world – shifting traditional rainfall patterns, altering water-shaping ecosystems and magnifying the effects of pollution.
- How:** The global water crisis is a solvable issue. The Dow Live Earth Run for Water campaign focuses on the sources and impact of the global water crisis locally, nationally and internationally, as well as actions individuals can take to effectively address the issue. People are encouraged to **START** solving the problem today, **RUN** in a run/walk in their city or organize their own run/walk through the Friends of Live Earth program, **SAVE** water in their home and local community through conservation efforts, **GIVE** money to support clean, safe water projects in developing nations, and **SPEAK UP** and sign the Live Earth petition to add water as a basic human right to the U.N. Declaration of Human Rights.
- RUN:** Run/walk registration via The Active Network, a leading provider of online registration and event management technology, will provide online registration for all Dow Live Earth Run for Water events in 2009. Additionally, all participants will receive a free online ActiveTrainer plan to help them prepare for the event. For more information on race registration, please visit <http://liveearth.org/register>.

Those interested in organizing their own run/walks in their communities to support the Dow Live Earth Run for Water can register their run/walk as a Friends of Live Earth event at <http://liveearth.org/friends>. Friends of Live Earth registered events receive approved materials, including event guidelines, logos, video and photos assets, as well as an invitation to join the Friends of Live Earth social network for regular updates.

SAVE: Water scarcity facts, a map of affected regions, water conservation tips and a water consumption calculator will be available at <http://liveearth.org> to help educate participants about global water scarcity and the impact an individual can make. For more information on water conservation tips, please visit <http://liveearth.org/save>.

GIVE: A cross-platform global fundraising effort will raise money to fund sustainable and scalable water programs. The Dow Live Earth Run for Water global network of NGO partners, including Global Water Challenge, A Child's Right, Fondo para la Paz, Indonesian Water Partnership, Lien Aid, Pump Aid and Wildlands Conservation Trust will fund credible water projects such as boreholes, spring protection, solar filters, wells, water kiosks and reverse osmosis systems in developing nations around the world. For more information on fundraising, please visit <http://liveearth.org/give>.

SPEAK UP: Sign the Live Earth petition to add water as a basic human right to the U.N. Declaration of Human Rights at <http://liveearth.org/speak-up>

Who:

Jessica Biel: Actor and Live Earth supporter

Alexandra Cousteau: Global water advocate and Live Earth advisor

Pete Wentz: Artist, activist, entrepreneur

Angelique Kidjo: Grammy Award-winning artist and UNICEF ambassador

Jenny Fletcher: Elite athlete

Global Water Challenge: Global Water Challenge is committed to finding and implementing solutions by engaging people and their governments, spreading knowledge and increasing access to markets. Our challenge is to reach people with the tools and education they need to empower themselves. Access to clean water and sanitation leads to healthier, longer and more productive lives, and breaks the cycle of poverty. Water and sanitation are not just human rights, they are human necessities.

Dow: With sales of \$58 billion in 2008 and 46,000 employees worldwide, Dow is a diversified chemical company that combines the power of science and technology with the "Human Element" to constantly improve what is essential to human progress. The Company delivers a broad range of products and services to customers in approximately 160 countries, connecting chemistry and innovation with the principles of sustainability to help provide everything from fresh water, food and pharmaceuticals to paints, packaging and personal care products. On April 1, 2009, Dow acquired Rohm and Haas Company, a global specialty materials company with sales of \$10 billion in 2008 and 15,000 employees worldwide. References to "Dow" or the "Company" mean The Dow Chemical Company and its consolidated subsidiaries unless otherwise expressly noted. More information about Dow can be found at www.dow.com.

Live Earth: Founded by Emmy-winning producer Kevin Wall, Live Earth was built upon the belief that entertainment has the power to transcend social and cultural barriers to move the world community to action. A for-profit company, Live Earth seeks to leverage the power of entertainment through integrated events, media and the live experience to ignite a global movement aimed at solving the most critical environmental issues of our time. More information can be found at www.liveearth.org.

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