



**FOR IMMEDIATE RELEASE**

**MEDIA CONTACTS:**

Ehrin Cummings  
Live Earth  
(310) 550-3883  
ecummings@controlroom.com

Katlego Modipane  
GGi Communications  
011 728 1363  
katlego@ggisa.com

Simone Dale  
Wildlands  
082 421 4418  
simoned@wildlands.co.za

**THE PARLOTONES TO TAKE PART IN THE DOW LIVE EARTH RUN FOR WATER – THE LARGEST GLOBAL WATER INITIATIVE IN HISTORY AIMED AT HELPING SOLVE THE WORLD WATER CRISIS**

***Register to Run Now at [www.wildlands.co.za/runforwater](http://www.wildlands.co.za/runforwater) to See  
The Parlotones Perform Live in Concert at The Spier Wine Estate in Cape Town***

**Cape Town South Africa – (17, February, 2010)** – Live Earth, organizer of The Dow Live Earth Run for Water, and Wildlands Conservation Trust, Cape Town race director, today announced that The Parlotones, highest grossing rock band in South Africa, will perform live at the event taking place at the Speir Wine Estate in Cape Town on April 18, 2010. The largest worldwide water initiative on record to help combat the global water crisis, The Dow Live Earth Run for Water is a series of 6km run/walks (the average distance many women and children walk every day to get water), culminating with a water education village and live musical performance, taking place in 80 cities across 40 countries around the world, to raise awareness and funds that will help solve the global water crisis.

“We are thrilled to be performing at the Dow Live Earth Run for Water in Cape Town and to lend our support to helping solve the global water crisis,” said Khan Morbee lead vocalist for The Parlotones. “As alumni of the Live Earth concerts in 2007, we are proud to be partnered again in another global event aimed at identifying solutions for critical environmental issues.”

The live performance at The Spier Wine Estate is restricted to registered run/walk participants. In addition to the live performance, the band is committed to lending its name and support to generate awareness for the event locally in Cape Town, as well as the larger global initiative to help solve this critical issue.

“Live Earth is honoured to have The Parlotones as part of this global movement to help raise awareness for the global water crisis, said Kevin Wall, Founder of Live Earth. “As one of the biggest bands in South Africa with millions of fans across the country, they can make a significant impact in the hearts and minds of South Africans in encouraging them to participate in the run/walk and ultimately help solve the global water crisis.”

People in Cape Town can register for the Dow Live Earth Run for Water run/walk today via the Wildlands website on [www.wildlands.co.za/runforwater](http://www.wildlands.co.za/runforwater) or via The Active Network at <http://liveearth.org/capetown>. All participants will receive a free online ActiveTrainer plan to help them prepare for the event. Ten percent of all registration fees go directly to Wildlands Conservation Trust, a non profit organization working to conserve South Africa’s biodiversity.

“We’re so excited to be part of this event” said Heidi Mocke, Events Manager for the Wildlands Conservation Trust. “Wildlands have been running sports events for many years now to raise funds for our projects, but to be part of a global initiative of this scale, for such a vital cause, is really special. Spier is a stunning venue and walkers and runners will be able to get their hearts pumping in one of the most beautiful parts of the South Africa.”

The funds raised from the event will go towards Wildlands’ Indigenous Trees for Life project. The project teaches poor and vulnerable community members (children, youth and adults) to grow indigenous trees to sustain their livelihoods. Once they reach a certain height, the trees grown by the ‘treepreneurs’ are traded back to Wildlands at ‘tree stores’ for goods such as food, clothes, school fees, and anything else the treepreneurs might need. The funds raised from this event will be used to purchase rainwater tanks and wheelbarrows for the tree stores for community members who have to walk far to fetch water.

“Some of our treepreneurs need to walk kilometres back and forth to fetch water for their trees and the rainwater tanks and wheelbarrows will have a huge impact on their lives”, said Wildlands Communications Manager, Simone Dale. “We have over 3500 treepreneurs growing trees for us all around KwaZulu-Natal, Gauteng and Mpumalanga and we’re starting projects in the Eerste Rivier, Stellenbosch and Lynedock communities in the Western Cape in October this year.” The trees grown by the treepreneurs are planted out in reforestation projects.

The Dow Live Earth Run for Water is a global movement focused on the actions individuals can take to effectively address the issue. People are encouraged to **START** solving the problem today, **RUN** in a Dow Live Earth Run for Water run/walk in their community 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 and **SPEAK UP** by signing the Live Earth petition to add water as a basic human right to the U.N. Declaration of Human Rights.

“As the title sponsor for the Dow Live Earth Run for Water, Dow is committed to bringing the science, technology and “human element” it will take to help solve one of the world’s greatest challenges – the global water crisis,” said Ian Barbour, general manager at Dow Water & Process Solutions, a business unit of Dow. “On April 18, 2010, Dow’s 46,000 employees will join people from around the world to help millions of people around the world gain access to safe, clean drinking water.”

For more information about the Dow Live Earth Run for Water visit [www.liveearth.org](http://www.liveearth.org), and to participate in the Cape Town event visit or [www.wildlands.co.za/runforwater](http://www.wildlands.co.za/runforwater).

### **About Wildlands Conservation Trust**

The Wildlands Conservation Trust is a non-profit organisation working to conserve South Africa’s biodiversity. Wildlands aims to restore and conserve South Africa’s natural ecosystems, through the development of innovative socio-economic partnerships. This is based on the premise that healthy natural ecosystems are the platforms on which human wellbeing and the sustainable development of the planet are possible. Wildlands’ work is focused around four core programmes: Conservation SPACE, Indigenous Trees for Life, Biodiversity Management Support

and Green Leaders, which contribute significantly to the growth of the regional biodiversity conservation footprint. More information about the Wildlands Conservation Trust can be found at <http://www.wildlands.co.za>.

#### **About Live Earth**

Founded by Emmy-winning producer Kevin Wall, in partnership with former U.S. Vice President Al Gore, 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 about Live Earth can be found at <http://liveearth.org>.

#### **About Dow**

Dow combines the power of science and technology with the "Human Element" to passionately innovate what is essential to human progress. The Company connects chemistry and innovation with the principles of sustainability to help address many of the world's most challenging problems such as the need for clean water, renewable energy generation and conservation, and increasing agricultural productivity. Dow's diversified industry-leading portfolio of specialty chemical, advanced materials, agrosiences and plastics businesses delivers a broad range of technology-based products and solutions to customers in approximately 160 countries and in high growth sectors such as electronics, water, energy, coatings and agriculture. In 2009, Dow had annual sales of \$45 billion and employed approximately 52,000 people worldwide. The Company's more than 5,000 products are manufactured at 214 sites in 37 countries across the globe. 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](http://www.dow.com).

###