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## WORLD RENOWNED ATHLETES KARA GOUCHER, CARL LEWIS AND JENNY FLETCHER AMONG ELITE RUNNERS CONFIRMED TO PARTICIPATE IN THE DOW LIVE EARTH RUN FOR WATER

Influential Athletes Take Part in April Event to Raise Awareness and Funding for the Largest Global Water Initiative  
In History Aimed At Helping Solve The World Water Crisis

LOS ANGELES – Jan. 26 – The No. 1 ranked American marathon runner in 2009, a nine-time Olympic gold medalist and a professional athlete and fashion model are among the latest supporters teaming up with Live Earth in support of the Dow Live Earth Run for Water – the largest global water initiative in history aimed at helping solve the world water crisis. Elite athletes Kara Goucher, Carl Lewis, and Jenny Fletcher have announced their participation in the April 18, 2010 events, which will feature a series of 6 km run/walks (the average distance many women and children walk every day to get water), concerts and water education activities taking place in countries around the world.

“I am honored to be taking part in the Dow Live Earth Run for Water event,” said Kara Goucher, the No. 1 ranked American marathon runner in 2009. “As a woman, I find it distressing that millions of women and children around the world walk six kilometers each and every day to fetch safe, clean drinking water for their families. As a runner, I’m privileged to be able to share my talent and passion to raise awareness for such an important issue.”

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. Eighty-eight percent of diarrheal cases worldwide are linked to inadequate and unsafe water. These cases result in 1.5 million deaths each year, mostly among children under five. 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.

“Committing to participate in the Dow Live Earth Run for Water is something everyone, everywhere can do,” said Carl Lewis, a nine-time Olympic gold medalist. “With every step, the Dow Live Earth Run for Water will empower the global community to get fit, while taking action to help solve this important environmental issue.”

Even the most novice of runners are encouraged to **START** solving the problem today and **RUN** in a Dow Live Earth Run for Water run/walk in their community. All participants will receive a free online ActiveTrainer plan to help them prepare for the event. Other ways people can get involved is to organize a run/walk through the Friends of Live Earth program, **SAVE** water in the 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.

People can register for the Dow Live Earth Run for Water run/walk today via The Active Network at <http://liveearth.org/run>. Ten percent of all registration fees go directly to the NGO selected for their country. 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.

For more information about the Dow Live Earth Run for Water, or to register to participate in a Dow Live Earth Run for Water event, visit <http://liveearth.org/run>.

#### **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 The Dow Chemical Company**

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 around 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](http://www.dow.com).

#### **About The Active Network, Inc.**

The Active Network is a leading provider of event management technology and will provide online registration for all Dow Live Earth Run for Water run/walks in 2009. Participants in the run/walks will also have access to Active's online training and fundraising tools to help participants meet their fitness and fundraising goals. For more information about The Active Network, please visit, [www.TheActiveNetwork.com](http://www.TheActiveNetwork.com).

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