



FRIENDS OF LIVE EARTH FACT SHEET

ABOUT FRIENDS OF LIVE EARTH

The Friends of Live Earth program was created in response to inquiries from hundreds of cities and organizations around the world, during the Live Earth concerts in 2007, to become part of the massive global movement to combat climate change. The Friends of Live Earth program was designed to allow people and organizations to participate in the global event by hosting local events in their communities ranging from house parties to large-scale productions. Friends of Live Earth events were provided with approved assets to bolster their event – event guidelines, videos, photos, press materials, signage -- which resulted in more than 10,000 Friends of Live Earth events taking place around the world.

Individuals, groups and communities are encouraged to register their own “Friends of Live Earth” Run for Water 6-kilometer run/walk event at www.joinliveearth.org/page/s/friends. Organizers will receive the Friends of Live Earth Run for Water event tool kit featuring event guidelines, tips for producing a green event, images, video, press materials, and a list of the Live Earth water crisis solutions. Organizers are encouraged to participate in the Friends of Live Earth social network where updates, materials and information will be regularly provided. Registered Friends of Live Earth events will be featured on an interactive world map on the Live Earth web site allowing consumers to easily identify an event in their area.

Those interested in registering a “Friends of Live Earth” Run for Water event can do so at <http://friendsofliveearth.org>.

FRIENDS OF LIVE EARTH FUNDRAISING

People, communities, Friends of Live Earth events and corporations can donate directly to charities identified by the Dow Live Earth Run for Water in their country by visiting the liveearth.org Web site, where they will be automatically directed to the appropriate local fundraising organization based on their IP address. For countries where we cannot identify an appropriate country-specific partner, we will work to channel donations to an appropriate UN-affiliated or global nonprofit organization providing access to clean water operating in that country.

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