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**MULTI-GRAMMY WINNING PERFORMERS MELISSA ETHERIDGE AND ROB THOMAS 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 or Walk Now at [www.liveearth.org/run](http://www.liveearth.org/run) to See  
Melissa Etheridge Perform Live in Los Angeles or Rob Thomas Perform Live in Atlanta*

**Live Earth Donates \$1 to Haiti Relief Fund for U.S. Registrations Received Today through March 23**

**Los Angeles, CA – (March 9, 2010)** – Live Earth, organizer of the Dow Live Earth Run for Water, Pacific Sports, race director for the Los Angeles event, and Atlanta Track Club, race director for the Atlanta event, today announced that two-time GRAMMY Award-winner and one-time Academy Award winner for Best Song for the Al Gore documentary “An Inconvenient Truth” Melissa Etheridge, and multi-platinum three-time GRAMMY Award-winner Rob Thomas, will perform live at the Los Angeles and Atlanta events, respectively. 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 water education villages and live musical performances.

“I’m a long-time environmental advocate and believe strongly that it is our duty as a society and as individuals to preserve our planet and its resources,” said Melissa Etheridge. “I want to lend my name and time to this event because the global water crisis is an environmental issue that affects nearly one billion people on the planet and through this event we can raise awareness and money to help address it.”

“I am thrilled to be participating in this important event to bring clean, safe drinking water to the women and children around the world walking 6km every day to sustain their families,” said Rob Thomas. “I encourage the Atlanta community to come out on April 18<sup>th</sup> because together we can make a difference in the lives of so many.”

The events will take place in nearly 100 cities across 50 countries around the world on April 18, 2010, to raise awareness and funds to help solve the global water crisis. **Pete Wentz, Angelique Kidjo, Alexandra Cousteau,** and **Jenny Fletcher** have already been announced to support events on April 18<sup>th</sup>. Additional artists announcement for events taking place in Chicago, Minneapolis, and New York coming soon.

Funds raised from the events will benefit Global Water Challenge, a coalition of non profit organizations working to bring clean, safe drinking water to millions of people worldwide. This includes innovative projects that provide clean drinking water to communities in Haiti, Central America, Sub-Saharan Africa, and Southeast Asia. GWC has invested in previous projects with donations going towards improving access to water in schools and supporting local entrepreneurs who provide market-based solutions. Beginning today, Live Earth will donate \$1 for each U.S. registration received between now and March 23 for a special Haiti relief fund through GWC coalition partners CARE, Catholic Relief Services, Population Services, and UNICEF to implement safe drinking water programs on the ground in Haiti. People interested in supporting the Haiti relief fund should register for a Dow Live Earth Run for Water run/walk event in the U.S. before March 23 via The Active Network at <http://liveearth.org/run>, using promotional code HAITI.

“The money raised from these events will help thousands of people in the developing world get access to clean drinking water. We look forward to investing these funds and impacting lives.” said Paul Faeth, President of Global Water Challenge.

The Los Angeles Dow Live Earth Run for Water event will be held in Exposition Park, near downtown Los Angeles, with the 6km course starting on Exposition Park Drive, turning onto Figueroa and traveling three kilometers toward downtown, turning around at 17<sup>th</sup> Street for the return three kilometers, and ending in the Water Village in Expo Park. Starting time for the run is 8:30 a.m.

“Pacific Sports produces major sporting events all over the country year-round, but we’re especially excited to be overseeing the Dow Live Earth Run for Water events in Los Angeles and New York as part of this massive global movement to help solve the global water crisis,” said Jack Caress, New York and LA event producer. “We’ve worked tirelessly to ensure that both events are fun, educational and entertaining, so we encourage runners and walkers of all levels to sign up today!”

Atlanta's Dow Live Earth Run for Water event will take place in downtown Atlanta with the start/finish at the Water Village area located at Pemberton Place, adjacent to the World of Coca-Cola and the Georgia Aquarium. The 6km course will take participants through nearby neighborhoods. The Dow Live Earth Run for Water will start at 8:45 a.m. with the Rob Thomas performance following the run/walk. Thomas will perform songs from his acclaimed current album, cradlesong which includes the chart topping singles “Someday” and “Her Diamonds”.

“As the premier running organization in Atlanta, the Atlanta Track Club is excited to help organize this run/walk to drive awareness of both the global and regional water crisis,” said Tracey Russell, Executive Director of the Atlanta Track Club.

People in Atlanta can register for the Dow Live Earth Run for Water run/walk today via The Active Network at <http://liveearth.org/run>. All participants will receive a free online ActiveTrainer plan to help them prepare for the

event. A portion of all registration fees for the events will go directly to Global Water Challenge. Additionally, a portion of fees from the Atlanta event will go directly to Upper Chattahoochee Riverkeeper.

“This event will raise awareness about the threats the Chattahoochee faces as well as helping to fund UCR’s work in the field, patrolling the river system, monitoring water quality, educating our community, and more,” said Sally Bethea, Executive Director and Riverkeeper for UCR.

Upper Chattahoochee Riverkeeper is dedicated solely to protecting and restoring the Chattahoochee River Basin – the drinking water source for 3.5 million people. Established in 1994, UCR works to advocate and secure the preservation and stewardship of the Chatahoochee River, its tributaries and watershed, for the people, fish and wildlife that depend on the river system. The Chattahoochee is considered the most used water resource in Georgia, and is one of the most threatened rivers in the United States.

“Live Earth is honoured to have Melissa Etheridge and Rob Thomas as part of this global movement to help raise awareness for the global water crisis,” said Kevin Wall, Founder of Live Earth. “Through the commitment of these artists, we are able to connect with a wider audience on this important issue and ultimately encourage them to participate in this movement to bring clean, safe, drinking water to the nearly one billion people on this planet in need.”

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 52,000 employees will join people from around the world to help millions of people around the world gain access to safe, clean drinking water.”

People in the U.S. can enter a sweepstakes to win a free trip to the Los Angeles or New York event by setting up a fundraising page or making a direct donation in any amount to Global Water Challenge. On April 9, one winner will be randomly selected to receive free roundtrip airfare for two and a two-night hotel stay in either Los Angeles or New York, based on closest proximity. For more information about the Live Earth sweepstakes, please visit at <http://liveearth.org/contest>.

For more information about the Dow Live Earth Run for Water visit [www.liveearth.org](http://www.liveearth.org), and to participate in the Los Angeles event, please visit [www.liveearth.org/run](http://www.liveearth.org/run).

### **About Pacific Sports**

Pacific Sports LLC is a premier sports consultation firm, specializing in event production, management, and corporate sports marketing development. Having produced more than 300 sport events in the United States, including the 1996 Triathlon World Championships and 12 U.S. Championships, Pacific Sports LLC is dedicated to the creation, development and management of participant and endurance sports including those of running, swimming, and cycling. Pacific Sports was a founder of the [Life Time Fitness Triathlon Series](#) comprising the major championships at the Olympic Distance in the United States. The firm produces events around the world, including the Kaiser Permanente Los Angeles Triathlon, Dow Live Earth Run for Water, Catalina Marathon, Rose Bowl Half Marathon, and Cleveland Triathlon. Pacific Sports is a Delaware based Limited Liability Company with offices in Anaheim, California. The firm was founded in 1983.

### **About the Atlanta Track Club**

The Atlanta Track Club is a non-profit organization established to inspire and engage the community to achieve health and fitness through running. With over 9,000 members, the ATC is the second largest running organization in the United States. In addition to The Atlanta Journal-Constitution Peachtree Road Race – the largest running event in the US – and the Atlanta Half Marathon, the Atlanta Track Club directs more than 25 running events per year. For more information on the Atlanta Track Club, please visit [atlantatrackclub.org](http://atlantatrackclub.org).

### **About Global Water Challenge**

GWC is a diverse coalition that consists of leading organizations working to provide creative and sustainable solutions for universal access to safe drinking water and sanitation. GWC's mission is to generate a global movement to meet the urgent need for safe water and sanitation by spurring collective awareness and investment in water supply/sanitation innovation by corporate, public, and nongovernmental actors. 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. More information about Global Water Challenge can be found at <http://www.globalwaterchallenge.org>.

### **About Upper Chattahoochee Riverkeeper**

Upper Chattahoochee Riverkeeper (UCR) is a nonprofit environmental advocacy group whose mission is to protect and preserve the Chattahoochee River, its tributaries and watershed, for the people, fish, and wildlife that depend upon it. The Chattahoochee provides drinking water for 3.5 million people but is constantly threatened by overuse, pollution, and waste. Since being founded in 1994, UCR has stopped the flow of hundreds of millions of gallons of untreated sewage into the river system. UCR patrols the river, holds polluters accountable, and works with individuals, businesses, and policy-makers to ensure that we have a healthy river system and enough clean drinking water for now and in years to come. UCR has more than 4500 members and was the 11th licensed program in the international Waterkeeper Alliance. Learn more at [www.chattahoochee.org](http://www.chattahoochee.org).

### **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).

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