



LIVE EARTH FACT SHEET

Leveraging the power of entertainment through integrated events, media, and experiences, Live Earth ignites global movements aimed at solving the most critical environmental issues of our time. In partnership with corporations, non-governmental Organizations (NGOs), and entertainment and political influencers, Live Earth creates innovative, engaging events and media that challenge global leaders, local communities and every individual to actively participate in solving our planet's urgent environmental crises.

On July 7, 2007, Live Earth: The Concerts for a Climate in Crisis became the largest global entertainment event in history, with simultaneous concerts in New York, London, Sydney, Tokyo, Shanghai, Rio de Janeiro, Johannesburg and Hamburg.

The Live Earth Global Warming Survival Handbook, the Live Earth Film Series, and ongoing online, print, email and mobile campaigns continue to engage and grow our worldwide community as we prepare for new initiatives for 2008, 2009, and beyond. To learn more about Live Earth and how to actively participate in solutions, visit www.liveearth.org.

Live Earth was founded by Kevin Wall, CEO of Control Room, the company that produced the concerts globally.

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