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***THE ROOTS WITH SPECIAL GUEST JOHN LEGEND WILL PERFORM LIVE AT  
THE DOW LIVE EARTH RUN FOR WATER IN NEW YORK - THE LARGEST GLOBAL WATER INITIATIVE IN  
HISTORY AIMED AT HELPING SOLVE THE WORLD WATER CRISIS***

***Register to Run/Walk Now at [www.liveearth.org/newyork](http://www.liveearth.org/newyork) to See  
The Roots with Special Guest John Legend Perform Live in Brooklyn's Prospect Park***

**New York, NY – (April 8, 2010) – Live Earth**, organizer of the **Dow Live Earth Run for Water**, today announced two-time GRAMMY Award-winners **The Roots** with Special Guest six-time GRAMMY Award-winner **John Legend** will perform live at the New York event. The Dow Live Earth Run For Water is the largest worldwide water initiative on record to help combat the global water crisis, and consists of 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.

“We are 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 The Roots. “We encourage the New York 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 more than 100 cities across 50 countries around the world on April 18, 2010 to raise awareness and funds to help solve the global water crisis. **Alexandra Cousteau, Collective Soul, Estelle, Melissa Etheridge, Jenny Fletcher, Kara Goucher, Carl Lewis, Sam Moore, Rob Thomas, and Pete Wentz** have already been announced to support events on April 18.

“As an alumnus of the Live Earth concerts in 2007, I am proud to take part in another global event aimed at identifying solutions for critical environmental issues, such as the global water crisis,” said John Legend. “I believe music has the power to bring people together in pursuit of common goals, and in this case that is raising awareness and money to help solve the global water crisis.”

Funds raised from the event will benefit Global Water Challenge (GWC), 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.

The New York Dow Live Earth Run for Water event will be held at Prospect Park in Brooklyn. The 6km run/walk course will take participants around the picturesque perimeter of the Prospect Park. Start time for the run/walk is 8:00 a.m. and concert performance will begin at 10:00 a.m. You must register at [www.liveearth.org/newyork](http://www.liveearth.org/newyork) to participate in the run/walk and gain access to the live performance.

“Live Earth is honoured to have The Roots and John Legend 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 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 New York event, please visit [www.liveearth.org/newyork](http://www.liveearth.org/newyork).

### **About Global Water Challenge**

Global Water Challenge (GWC) is a coalition of 24 leading organizations in the water and sanitation sector committed to achieving its collective vision of universal access to safe drinking water and sanitation. GWC’s mission is to transform the delivery of safe water and sanitation through partnerships that catalyze financial support and innovation for sustainable solutions.

### **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, agrosociences 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).

#### **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.

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