



## PRESS RELEASE

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### **2007 Blue Planet Run® to Start at United Nations on June 1**

#### ***First-Ever Around the World Relay Will Raise Funds, Awareness for Safe Drinking Water Projects Globally***

**New York, New York, May 9, 2007** — An unprecedented around-the-world relay run will kick off from the United Nations headquarters in New York City on June 1, marking the start of a historic international athletic event that spotlights the human crises caused by the lack of safe drinking water and helps people everywhere become part of the solution.

The 2007 Blue Planet Run, an event made possible by the generous support of The Dow Chemical Company, will circumnavigate the earth's Northern Hemisphere, passing through 16 countries in 95 days. Events in cities and towns along the route will mark the Run's arrival, educate local residents about the water crisis and inspire action. The Run concludes in New York City on September 4.

"The lack of universal safe drinking water is one of the most far-reaching challenges facing the human family today, but solutions are within our reach," said Jin Zidell, founder and chairman of the Blue Planet Run Foundation (BPRF), the nonprofit group organizing the Run. "The need for safe drinking water is so important that, for more than three months, everyday citizen athletes will act as messengers, carrying the news on foot to communities around the world."

More than 1 billion people are without access to safe drinking water, according to the Water Supply and Sanitation Council. Nearly 2.2 million people, most of them children, die each year due to diseases related to unsafe drinking water, inadequate sanitation and poor hygiene. Water-related illnesses are the single greatest cause of human sickness and death worldwide.

"The water crisis is a worldwide epidemic, affecting more than one-fifth of the world's population," said Andrew Liveris, CEO and chairman of The Dow Chemical Company. "As a global company and a world leader in chemistry, we at Dow are uniquely positioned to help provide safe water to those in need — and sponsoring this first-ever Blue Planet Run is just one of the ways we are addressing some of the most pressing challenges faced by humankind."

The global team of 20 Blue Planet Run athletes represents 13 countries and ranges in age from 23 to 60. BPRF selected the group from more than 300 individuals who responded to an open application call. It includes a renowned American jazz musician, a Scottish gardener and a champion Japanese marathoner.



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Each Blue Planet Run team member will run a 10-mile (16-kilometer) leg daily, with one day off every five days. The Run continues 24 hours a day, seven days a week.

“The United Nations is pleased to be collaborating in support of this historic run to bring practical water and sanitation solutions to poor people who lack such basic services in the developing world,” said Amir Dossal, executive director of the United Nations Fund for International Partnerships. “It is a solvable problem that all people across the globe must address.”

Through the Peer Water Exchange, BPRF’s breakthrough online system that taps a worldwide network of water experts to optimize project-planning and funding decisions, 100 percent of individual donations made to BPRF are contributed directly to sustainable water projects in the rural developing world. To date, BPRF has provided funding to 135 water projects in 13 countries.

The Blue Planet Run launch event occurs from 9:30 a.m. to 10:30 a.m., during which time the first official Blue Planet Run runner will depart. Representatives from BPRF, Dow and the United Nations are expected to speak at the event, along with other VIPs in attendance.

The launch takes place on the United Nations lawn next to the Visitors’ Entrance (First Avenue and 45th Street). The initial portion of the Run’s course traverses Manhattan, the Bronx, Pelham, New Rochelle, Mamaroneck, Rye, Port Chester and Greenwich, Connecticut.

The Run is produced by Atlanta-based *ignition*, the world leader in experiential marketing and producers of the 2006 Olympic Torch Relay. At its completion, the Run will have passed through Ireland, England, France, Belgium, The Netherlands, Germany, Czech Republic, Austria, Poland, Belarus, Russia, Mongolia, China, Japan, Canada and the United States, and will have covered 15,200 miles.

Visit [www.blueplanetrun.org](http://www.blueplanetrun.org) for complete details of the 2007 Blue Planet Run team and the Run route.

### **About the Blue Planet Run Foundation**

Blue Planet Run Foundation is a nonprofit 501(c)3 organization dedicated to raising global awareness about the need for safe drinking water and funding working solutions today for the billion people living without water.

The U.S.-based foundation connects nongovernmental organizations worldwide with funding and promotes operational sustainability. The foundation’s signature awareness and fund-raising event is the Blue Planet Run, the first-ever around-the-world relay.

For more information about the Blue Planet Run Foundation, or to make a donation, please visit [www.blueplanetrun.org](http://www.blueplanetrun.org).

Blue Planet Run is a registered trademark of the Blue Planet Run Foundation.



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### **About Dow**

Dow is a diversified chemical company that harnesses the power of innovation, science and technology to constantly improve what is essential to human progress. The Company offers a broad range of products and services to customers in more than 175 countries, helping them to provide everything from fresh water, food and pharmaceuticals to paints, packaging and personal care products. Built on a commitment to its principles of sustainability, Dow has annual sales of \$49 billion and employs 43,000 people 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).

### **Dow's Sponsorship of the 2007 Blue Planet Run®**

As presenting sponsor of the 2007 Blue Planet Run®, The Dow Chemical Company is committed to addressing global environmental sustainability issues. Dow's partnership with the 2007 Blue Planet Run® aligns with the company's 2015 Sustainability Goals and its commitment to helping solve some of the world's most pressing challenges. With science, R&D, new products and the "the human element," Dow pledges to contribute to solutions for some of the most serious problems faced by the most vulnerable members of the larger human family: affordable and adequate food supply; decent housing; improved personal health and safety; and sustainable water supplies.

### **About ignition**

*ignition*, Inc. is an experiential marketing and media resource built on a passion for bringing brands to life around the world. The agency works with its corporate partners to create strategically-focused and relevant brand messages that are delivered in a multi-sensory context to engage, educate and entertain the consumer. After more than a decade of producing some of the most memorable global marketing tours, *ignition* is honored to be associated with two worldwide events this summer: the 2007 Blue Planet Run, and the Live Earth concert series. For more information, please visit: [www.ignition-inc.com](http://www.ignition-inc.com).

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