

## LIVE EARTH OPPORTUNITY FOR ROTARY CLUBS



**Wasrag**  
WATER & SANITATION  
ROTARIAN ACTION GROUP

Special Bulletin January 2010

# SPECIAL: LIVE EARTH

On April 18, 2010, Rotarians and others around the world will come together in the largest event ever held to raise awareness of water and sanitation issues. Many cities will be hosting a run/walk of 6 km (the average distance women and children in the developing world walk each day to get water) together with concerts and water villages.

**WASRAG (IN THE USA THROUGH GWC) IS ONE OF THE TARGET CHARITIES FOR FUNDS RAISED FROM THIS EVENT!**

Over 6,000 people die every day from water related illnesses – collectively the biggest health concern in the world. 2.6 billion people lack access to adequate sanitation. Learn how your club can participate in a sustainable solution.

**LIVE EARTH IS A HUGE OPPORTUNITY FOR ROTARY CLUBS BUT WE NEED YOUR HELP!**

- Get involved: email us at [liveearth@crwfoundation.org](mailto:liveearth@crwfoundation.org)
- **Forward this email to all your friends**
- Encourage your club to participate
- Join our mailing list for email updates on water and sanitation news by emailing: [info@wasrag.org](mailto:info@wasrag.org)

**WORLDWIDE, THE RUN FOR WATER IS ORGANIZED BY LIVE EARTH.**

Each region of the world has a charity partner to benefit from the money raised. Wasrag is one of the charity partners. This event is a golden opportunity for Rotary Clubs to raise funds in support of safe water!

In some of the world's largest cities, the run/walks will feature concerts and water education activities. But Rotary Clubs can host their own events too!

**WORLDWIDE,  
LIVE EARTH'S  
RUN FOR WATER  
WILL RAISE  
MONEY FOR  
ROTARY CLUB  
PROJECTS!  
YOU CAN  
HELP!**



There are two main ways to help:

1. If you live near one of the cities that will be a race site, (see [www.liveearth.org](http://www.liveearth.org) for the list) we need local organizers to encourage participation by clubs, Rotarians and friends, and to help make the event a big success: If you're interested email your name, club and district to [liveearth@crwfoundation.org](mailto:liveearth@crwfoundation.org)
2. If you don't live near a race site, there is still a big opportunity. Any club in the world can register with Live Earth and host a "Friends of Live Earth" event. We are encouraging clubs to share any funds raised - club keeps 50%, rest donated to Wasrag.

## WHERE CAN YOU GET IDEAS?

### Is your club near a Race Site?

- Enter a team (or two, or three!)
- Raise pledges to support teams
- Challenge other Rotary clubs to enter teams - and to raise more than yours
- Tell local business about this upcoming event - ask them to help raise awareness about the issue and support the race
- Get youth involved - tell your local schools about the event, encourage them to enter teams, do a presentation on water & sanitation issues, sponsor an essay-writing contest on the topic...
- Support a water & sanitation project with a donation  
In the US: look for the Wasrag button on the 'donate to GWC page',  
otherwise click on "**Rotarians**" at [www.liveearth.org](http://www.liveearth.org)

### THE IDEA IS TO RAISE AWARENESS - AND TO RAISE FUNDS!

Locally raised funds can be used for Club water and sanitation projects, and donated to Wasrag (we suggest a 50/50 split). By donating to Wasrag, you are supporting the efforts of Rotary Clubs undertaking sustainable water and sanitation projects and improving the quality of life in communities in need.

### REGISTER AS A "FRIEND OF LIVE EARTH"

Let the world know your plans by posting your event as a Friend of Live Earth. Make your donation to:  
US: [www.wasragfoundation.org](http://www.wasragfoundation.org)  
Elsewhere: [www.crwfoundation.org](http://www.crwfoundation.org)

### VISIT [WWW.LIVEEARTH.ORG](http://WWW.LIVEEARTH.ORG)

Let us know if you can help (email us at: [liveearth@crwfoundation.org](mailto:liveearth@crwfoundation.org))  
For ideas and resources: [www.wasragfoundation.org](http://www.wasragfoundation.org)  
[www.crwfoundation.org](http://www.crwfoundation.org) or visit our facebook page:  
search for Wasrag under "pages" on Facebook.

### Not near a Race Site?

- Host a local run/walk
- Promote the run in schools, get local youth involved
- Show a movie (there are a lot of good ones out there: e.g. FLOW, Blue Gold, Tapped Out)
- Organize the clean-up of a local stream or pond
- Support a water & sanitation project with a donation to Wasrag  
US: [www.wasragfoundation.org](http://www.wasragfoundation.org)  
Elsewhere: [www.crwfoundation.org](http://www.crwfoundation.org)

Share this news by forwarding this email to **at all your friends** (Rotary and other!) and ask them to do the same.



TORONTO

BALI

NEW YORK

CHICAGO

PARIS

LOS ANGELES

LONDON

STOCKHOLM

MILAN

NAPOLEON

HONG KONG

SINGAPORE CITY

CAPE TOWN

