



Blue Planet Run: Transforming Plight into Possibility

The Blue Planet Run will cover 15,200 miles, across 16 countries and 4 continents, 24 hours a day for 95 days to deliver an extremely urgent and important message: **we can and must begin today to alleviate the catastrophic burden placed on over a billion people who, every day, must drink unsafe local water, or travel long distances on foot to search for safe water for themselves and their families.**

Starting in New York City on June 1, 2007, a team of "20 ordinary male and female athletes doing extraordinary things" will run around the clock along a route that includes the U.S., Ireland, the U.K., France, Belgium, the Netherlands, Germany, Austria, the Czech Republic, Poland, Belarus, Russia, Mongolia, China, Japan and Canada. Each runner will sprint 10 miles a day. Batons will be passed at over 1,500 exchange points. The Run will end back in New York City, on September 4, 2007. Each exchange point and heartfelt moment will be captured in the media, fueled by well-organized events in major cities and an international PR campaign.

The event will spare no expense to be Earth- and people -friendly. We imagine an event that comes to be known as "The Race without a Trace." We are committed to partnering with corporations that have similar beliefs and goals.

The movement begins with a step, followed by millions more.

20 international runners,
24 hours a day,
95 days
15,200 miles,
26.7 million strides
Delivering the message,
on foot
hand to hand,
face to face
step by step,
drop by drop
until everyone has safe
drinking water

Presenting Sponsor of the 2007 Blue Planet Run:

