



Waterband's World Water Day Sunday, March 22, 2009

Dear Water Issue Enthusiast,

Your organization has been targeted for 2009 donations from the Waterband Wishing Well. This means, that you and other non-profit organizations will be spotlighted to receive attention as well as donations from Waterband for 2009. Last year, Waterband raised and donated over \$4,000 for the organizations selected as targets. This year, we hope to do much better.

As you probably know, World Water Day is Sunday, March 22, 2009. To parlay the natural global promotion of the day, Waterband is hosting a live web cast concert performance to draw attention to global water issues and to raise funds for select non-profit organizations. 3WD = Waterband's World Water Day. During the 2-hour event, segments are devoted to important water topics as well as the target non-profit organization.

This is an excellent promotional opportunity for your organization's public affairs division to support an event which uses "solid business practices" to raise awareness for the worldwide water problem.

Your organization has been identified as aspiring to the values and aims of World Water Day and considered likely to benefit from being involved in the global issues this awareness raiser and fundraiser. An invitation is extended to join the hosts in maximizing the benefits to you and your clients by taking advantage of this sponsorship and promotional opportunities.

Supporters and hosts are planning an event that achieves meaningful results for more than 5,000 music enthusiasts expected to attend this live web event.

Objectives of the Event

Waterband's World Water Day is a live 2-hour web event held at on Sunday, March 22nd from 7:00 until 9.00 pm on www.waterband.com. The objective is to raise awareness and donations for the issues of Global Water including sanitation, filtering, trans-boundaries, health, carbon footprints, irrigation, energy, bio-diversity and disaster risk reduction.

The Opportunity

The following advantages of participation should be considered:

- Your organization will have an excellent opportunity to maintain a high profile prior to, during, and after the event
- Your involvement, commitment and support of the fundraiser will be openly demonstrated and widely acknowledged to supporting partners and participants
- The event is being promoted nationally and internationally through relevant publications, newsletters, conferences and the electronic media

How You May Help

Waterband is not requesting that you or your organization do anything other than what you've been doing to support water issues. We will try to raise awareness and funds for you anyway. However, every effort helps.

Please send any text, logo, and copyright-cleared pictures to waterband1@yahoo.com. If you have any video that we may use for roll-ins during the 2 hour event, please send it on mini DV tape to: Undercurrents, Box 94040, Cleveland, OH 44101. Deadline is Monday, March 16, 2009 for our pre-production efforts.

During your highlighted segment, there will be a "donate button" for viewers to donate funds. All funds raised in that segment, will be forwarded to you. So... rally your troops to log-on to 3WD on Sunday, March 22nd from 7:00 until 9:00 Eastern Daylight Time.

Waterband and the sponsors of Waterband's World Water Day greatly appreciate your commitment to making our world a better place.

Yours In Music (and clean water),
John Latimer
Undercurrents, Inc
Management for Waterband
Box 94040
Cleveland, OH 44101
440-331-0700
877-331-0700

3WD is brought to you by:

Waterband, MadMatts Promotions, Undercurrents, Recording Arts & Technology Department at Cuyahoga Community College, Terrapin Media, and Prism Video Group.

World Water Day

In 1993 the United Nations General Assembly declared March 22 as World Day for Water (also known as World Water Day).

The UN invited its member nations to devote this day to implementing UN recommendations and promoting concrete activities within their countries. Each year, one of various UN agencies involved in water issues takes the lead in promoting and coordinating international activities for World Day for Water.

In addition to the UN member states, a number of NGOs promoting clean water and sustainable aquatic habitats have used World Day for Water as a time to focus public attention on the critical water issues of our era. Every three years since 1997, for instance, the World Water Council has drawn thousands to participate in its World Water Forum during the week of World Day for Water. Participating agencies and NGOs have highlighted issues such as a billion people being without access to safe water for drinking and the role of gender in family access to safe water.

Waterband's World Water Day

"We all need to wake up and smell the water" says David McDougald, organizer and founder of Waterband's World Water Day. "The next World War will be over water".

With that in mind, this year Waterband, has scheduled a live web concert to bring attention and focus to global water issues. In addition, to the music, the event will feature clips and roll-ins of how water issues relate to sanitation, filtering, trans-boundaries, health, carbon footprints, irrigation, energy, bio-diversity and disaster risk reduction.

While listening and viewing the concert, web participants will be able to click various "donate" buttons which will enable them to financially contribute to select water related non-profit organizations such as Global Water, Food and Water Watch, Great Lakes Commission, Capitol Square Honduras Water Project, Western Pennsylvania Conservancy, Buffalo Niagara Riverkeeper, The Wetland Initiative, Ohio River Foundation and the Flats Oxbow Association.

Waterband's World Water Day live web event will take place on Sunday, March 22nd, 2009 from 7:00 PM until 9:00 PM at www.waterband.com.

In addition, Waterband is inviting other water-related activists and celebrities to participate. "Getting the word out about global water issues is a high priority for us and finding like-minded spokespersons should surely help the cause", says McDougald.

Daily, tens of thousands of men, women, and children die from diseases directly related to drinking polluted water.