

# LIVE EARTH INDIA 2008

Mumbai, December 7

*LIVE EARTH INDIA 2008*, this year's concert for a climate in crisis, will feature world-renowned musicians and performers, environmental advocates and celebrities from India, the U.S. and all over the globe on December 7, 2008 (5pm to 10pm IST). Al Gore, Dr. R.K. Pachauri, Amitabh Bachchan, Jon Bon Jovi, and Kevin Wall will participate in this year's event in Mumbai. It is projected to reach hundreds of millions of viewers through Star Plus and MSN worldwide.

*Ixora Media* is working with *Live Earth* as a strategic partner in supporting the *Friends of Live Earth* (FOLE) program worldwide and is known for being dedicated to shaping thinking, policy, and progress in the Indo - U.S. corridor.

As *Friends of Live Earth* (FOLE), you host anywhere in the world, a "green" event in your community or at your home with friends and family, using the materials provided by your organizations and *Friends of Live Earth* toolkit (available upon registration at Live Earth website).

We invite you to join in this grassroots effort in building awareness by hosting an event at a single/multiple locations worldwide of your choice such as a home, community, corporation, non-profits, community organizations, school/university campuses, lounges, hotels, restaurants, small businesses and other venues. In other words, at a single or multiple locations/dates, you can become *Friends of Live Earth* as an individual, a corporation, an entity, a non-profit and so on. Each location anywhere in the world or date is counted as one event.

## When can you host *Friends of Live Earth* event?

You can host a FOLE event(s) at a single or multiple locations around the world, including India. It can be held anytime from Dec 5th through January 7th, 2009. **All events must be registered by Dec 6th, 2008 at the *Live Earth* website <http://liveearth.org/2008/09/friends-of-live-earth-terms/>**

## Hosting a *Friends of Live Earth* event can be done as follows

- ❖ Send an email to all the members of your mailing group(s), local chapters, and friends/family sharing details of the Mumbai Dec 7<sup>th</sup> 2008 event, your own *Friends of Live Earth India* event(s) if applicable, encouraging them to organize their own event(s). Share this flyer.
- ❖ Host your event(s) at a single or multiple locations across India simultaneously the main concert event in Mumbai on Dec 7<sup>th</sup>. As long as it is not competing with the main event in scope or celebrities, you can host a concert or other public event in support of *Live Earth India*, and show selections/entire show from the concert from the live STAR broadcast.
- ❖ Host your event(s) at a single or multiple locations across India anytime between Dec 5th and Jan 7, 2009.

## Examples of *Friends of Live Earth* Events that can be hosted worldwide

- ❖ Use one of The Climate Project (TCP) volunteers to give an *Inconvenient Truth* slide show presentation developed by Al Gore and customized with Indian facts.
- ❖ Tree Planting Ceremony (partners such as Isha Foundation will provide saplings in some parts of India).
- ❖ Organize a screening of the Main Mumbai *Live Earth* concert either in a private setting or in a public concert venue such as an auditorium or stadium.
- ❖ Host a "Green Talk" discussion group within a community organization.
- ❖ Hold a local green concert in your community.

# LIVE EARTH INDIA 2008

Mumbai, December 7

- ❖ A letter writing party, sending messages to local politicians, news outlets, or utility companies about the need for more green practices.
- ❖ Organize a screening of the Inconvenient Truth movie either in a private or a public setting.
- ❖ Create a flyer with suggested solutions to combat the global warming climate crisis and distribute them in your neighborhood (on 100% recycled or eco-friendly paper of course!)
- ❖ Corporate "Family" Day at a corporation using a combination of the above.

## How can Ixora help promote your business/entity

- ❖ If an entity makes a significant effort in hosting a major *Friends of Live Earth* event(s) or if your corporation has made a significant contribution in honoring a mandate that "greens" office campus, and/or office environment, then:
  - It may be showcased during the Dec 7th, *Live Earth* India event in Mumbai. Entities seeking to create a large-scale "Friends" event suitable for this type of video feed should contact Ixora Media staff.
  - If your event(s) is held at a later date but before Dec 31, 2008, it may be showcased in the final documentary that *Live Earth* will produce post-event or on the *Live Earth* website.
  - The entity may be highlighted on the *Live Earth* website as part of "Event of the Day." This notification reaches over 400,000 members worldwide in the weekly email that will give exposure to your effort in highlighting and creating awareness regarding the global climate crisis.
- ❖ Based on an entity's contribution, Ixora Media will work with *Live Earth* to create features on specific events that will be posted to the *Live Earth* India blog, which will be a permanent part of the *Live Earth* India site, and which can contain logos, photos, video clips and links back to your organization.

The first step is to register your event(s) at <http://liveearth.org/2008/09/friends-of-live-earth-terms/> using Ixora as a referral. We, at Ixora Media, are excited in assisting you build a new partnership with *Live Earth* and help you engage with the issues and the solutions surrounding the global climate crisis.

## You can get further info as follows:

- ❖ Friends of Live Earth FAQ: <http://liveearth.org/docs/FOLE-FAQ.pdf>
- ❖ Green Event Guidelines: <http://liveearth.org/2008/10/green-event-guidelines/>
- ❖ Press Release for LE India: [http://liveearth.org/docs/LE\\_india.pdf](http://liveearth.org/docs/LE_india.pdf)
- ❖ For a TCP volunteer write to [manjuseal@yahoo.com](mailto:manjuseal@yahoo.com)
- ❖ If you are going to host more than 25 events, send an excel file for an upload to LE's Chelsea Jenkins at [CJenkins@liveearth.org](mailto:CJenkins@liveearth.org) Download sample file format from Ixora Media website.

Corporations, sponsors, media companies, professional networks, PR firms, event management companies, non-profits, and other entities please contact our *Project Lead*, **Manju Seal** at +1 925 389 1676 or [manjuseal@yahoo.com](mailto:manjuseal@yahoo.com). In India, you can reach **Sushila Sharma** at +91 98 920 09053 or [sushmumbai@yahoo.com](mailto:sushmumbai@yahoo.com). For general inquiries, please write to [info@ixoraamedia.com](mailto:info@ixoraamedia.com) or go to [www.ixoraamedia.com](http://www.ixoraamedia.com)