

## Media Release

July 27, 2006



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### *ignition* Inc. Celebrates Win for New Property

*Global Experiential Experts to Manage a "Movement to Celebrate Life"*

ATLANTA - July 27, 2006 – The newly established partnership between the Blue Planet Run Foundation and the Dow Chemical Company was jointly announced on Tuesday at the United Nations by Jin Zidell, founder and chairman of the Foundation and Andrew Liveris, chairman and CEO of Dow. The Foundation's agency of record, *ignition Inc.*, will oversee production, marketing, communications, and sponsorship development for the Blue Planet Run®, a new cause marketing property that will be the cornerstone of the Foundation's awareness and fundraising campaign.

Dow recently committed to a series of sustainability goals for 2015, and the partnership with the Foundation to be the title sponsor for the 2007 Run is the first initiative to be announced from these goals.

Following his remarks at the UN, Zidell acknowledged the need for cooperative partnerships to meet the safe drinking water challenges that affect more than 1.2 billion people worldwide. "The Foundation is fortunate to work with an agency like *ignition* to produce our global, awareness-raising event," remarked Zidell. "Our goal is for the 2007 Run to be a clarion call to the world to respond to this challenge. The partnership with *ignition* allows us to capitalize on their tremendous experience in producing and marketing worldwide events."

According to Mark "Dill" Driscoll, chairman of *ignition*, the relationship with the Foundation is exemplary of his agency's mission statement. "We exist to make a positive difference in people's lives," explained Driscoll. "Is there a more positive difference that anyone could make than to create a movement that will raise awareness of the need for safe drinking water projects, and facilitate the fundraising so that these projects can be implemented?"

*ignition* has created very successful marketing activation programs for global programs such as the Olympic Torch Relay. Most recently, *ignition* managed the operations and logistics for the FIFA World Cup Trophy Tour, and simultaneously activated the 2006 Olympic Torch Relay. In addition to producing the 2007 Blue Planet Run, *ignition* is overseeing strategic brand development, and will create and manage the integrated marketing program for the Foundation.

Beginning June 2, 2007, 18 runners who will run in a relay format around the world, traveling more than 12,000 miles in less than 100 days. They will visit 16 countries, including Ireland, Great Britain, France, Belgium, the Netherlands, Germany, Czech Republic, Austria, Poland, Belarus, Russia, Mongolia, China, Japan, Canada and the United States.

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The Blue Planet Run Foundation is a non-profit organization dedicated to raising global awareness of the devastating effect that lack of access to safe drinking water has on the health and communities of one-fifth of the global population and of the existence of solutions to the crisis that are achievable, affordable and sustainable. Working as a catalyst and a bridge, the Foundation encourages responsibility toward the environment, and connects effective non-governmental organizations with funding. The Foundation's signature event for its awareness and fundraising campaign is the Blue Planet Run, an around-the-world relay event. More information about the Foundation and the 2007 Run is available at [www.blueplanetrun.org](http://www.blueplanetrun.org).

*ignition* 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 mobile marketing tours, *ignition* recently was honored to organize and manage two simultaneous tours: the 2006 Olympic Torch Relay and the FIFA World Cup™ Trophy Tour. For more information, please visit: [www.ignition-inc.com](http://www.ignition-inc.com).

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