

Walk for Water

World Water Day 2010

Communicating Water Quality Challenges and Opportunities

Presented By

PORTLAND ROASTING
Coffee

EVENT MISSION

The United Nations General Assembly designated March 22nd of each year as World Water Day. Knowing that more than 1 billion people worldwide do not have access to clean water, Portland Roasting Coffee Company's celebration of World Water Day – *Walk for Water* -- benefits *Water For All*, a non-profit organization that builds wells throughout communities in sub-Saharan Africa. Portland Roasting's *Walk for Water* goal is to raise funds for the construction of two water pumps in coffee-growing regions of Tanzania.

www.worldwaterdaypdx.com

EVENT OVERVIEW

Portland Roasting's **World Water Day** event is centered on the second annual *Walk for Water* event, organized by Portland State University, where participants check in at the World Trade Center Plaza and collect their water-gathering containers to begin their amble around the Willamette River. Simulating a typical water-gathering experience for women and children in sub-Saharan Africa, walkers will haul water throughout their 3.1 mile route. The *Walk for Water* Event continues post-walk in the Plaza where booths showcase community organizations involved with water and related environmental issues, here and abroad. Viewings of the documentary, "FLOW," will be presented and local musicians will play for the crowd. Food and drink, including Portland Roasting coffee, will be served.

EVENT DETAILS

Walk for Water

Date: SUNDAY, March 21, 2010

Time: 1:00pm (\$20 for walkers)

11-3p.m: World Water Day Celebration
(FREE to the public)

Walk for Water Celebration Concert

Date: MONDAY, March 22, 2010

Time: 6:00 pm

Place: World Trade Center Plaza
25 SW Salmon Street
Portland, Oregon 97204

CORPORATE SPONSOR BENEFITS

Thank you for sponsoring a _____ (name of company) *Walk for Water* team of 10 walkers. All funds from your participation will be used to fund the installation of water pumps in coffee-growing regions of Tanzania, Africa.

PRINT NAME	ADDRESS	DONATION AMOUNT	PAYMENT TYPE (CHECK, CASH, OR CREDIT CARD VIA ONLINE)
1		\$	
2		\$	
3		\$	
4		\$	
5		\$	
6		\$	
7		\$	
8		\$	
9		\$	
10		\$	

Become a *Walk for Water* Sponsor

- Company name/logo recognition on *World Water Day* – PDX website
- Company name/logo on event banners and marketing collateral.
- Two free tickets to the *World Water Day* Concert held on the following evening.
- Simple, effective cross-marketing that gets your cafe/company name out in the community.

A FUNDRAISER FOR



WaterForAll

- Please makes checks payable to World Water Day PDX
- Payment via credit card can be made online on our secure server. Visit worldwaterdaypdx.com and click 'registration'.