



May 2007

Dear Mayor,

**Be a part of Live Earth and highlight your local communities' leadership on climate change.**

On July 7 2007, concerts held in nine major cities around the world will serve to inspire the global community to take action on climate change. ICLEI – Local Governments for Sustainability, Mayors for Peace, The Climate Group and Sierra Club would like to share with you some of the opportunities available to you and your city to be engaged in this global event.

Live Earth will bring together more than 150 of the world's top musicians for 24-hours of music from nine concerts and broadcast events across all seven continents. These artists will inspire an audience of more than two billion people worldwide to make meaningful and lasting changes in their lives to turn the tide on climate change. More information on Live Earth is available at [www.liveearth.org](http://www.liveearth.org).

**Spread the Word.** We would like mayors worldwide to help tell their communities about the global climate crisis and the available solutions by creating their own event. To make this easy, Live Earth has created the 'Friends of Live Earth' toolkit. This toolkit is available for free and includes event guidelines, suggestions for running a green event, information on accessing a satellite feed of the concerts, and details of Live Earth's climate crisis solutions.

Once an event is registered, it will be listed with a map that locates scheduled events on the Live Earth website. This provides an easy way to plug your event into events that community groups and others might already be planning in your city.

A 'Friends of Live Earth' event could be as simple as inviting people to a park to listen to local performers. Or it could be a larger undertaking in partnership with local businesses that involves a mix of live music and direct feeds from the Live Earth concerts. More information on Friends of Live Earth is available at [www.liveearth.org/friends\\_of\\_le.php](http://www.liveearth.org/friends_of_le.php)

**Tell the World.** Live Earth has teamed up with MSN to enable 'Friends of Live Earth' to post video clips about what they are doing – as mayor, and as a city – about the climate crisis. This is an opportunity for you to share your local climate action solutions and strategies with a global audience. It is also a wonderful opportunity to broadcast to the world any new commitments or solutions that you will be undertaking.

We will also work to profile innovative and inspiring events through our local and international networks and on our various websites, including [www.iclei.org](http://www.iclei.org), [www.coolmayors.org](http://www.coolmayors.org), [www.theclimategroup.org](http://www.theclimategroup.org), [www.mayorsforpeace.org](http://www.mayorsforpeace.org), [www.2020visioncampaign.org](http://www.2020visioncampaign.org) and [www.sierraclub.org](http://www.sierraclub.org).

Live Earth is an opportunity for your words of wisdom on climate change solutions to reach billions of people around the world.

Yours sincerely,  
**Live Earth**

