



FLASH**FLOOD**FOR**GOOD**

CAMPAIGN TO SHARE CLEAN DRINKING WATER TO LAUNCH AT 2013 CLINTON GLOBAL INITIATIVE ANNUAL MEETING

Flash Flood for Good will aggregate the social media feeds of celebrities, companies and brands for a 72-hour focus on awareness and fundraising to share clean drinking water

New York City, NY – July 25, 2013 – In support of Procter & Gamble’s (P&G) Clinton Global Initiative (CGI) Commitment to Action “Save One Life Every Hour,” ***Flash Flood for Good*** announces a new social media initiative that will launch at the CGI Annual Meeting in New York City on September 24th and run in concurrence with the meeting.

During the 72 hours of CGI 2013, *Flash Flood for Good* will focus the attention of global leaders, not-for-profits, NGO’S, academics, celebrities, private sector partners, corporate brands and the public at large to swell the tide of support for clean water by visiting FlashFloodForGood.org, where they can add their digital voices and amplify the call to action to donate funds. Funds raised will provide clean drinking water to those who need it most through the P&G Children’s Safe Drinking Water Program (CSDW). P&G will work with implementing partner World Vision in Myanmar, Rwanda and Ethiopia to share life-saving clean drinking water.

Launched from a new community platform called “Cause Swarm” (causeswarm.com) that is devoted to social impact, *Flash Flood for Good* was designed to address the global water crisis. In order to address some of the greatest challenges of our time, Cause Swarm intends to create initiatives that inspire people to act, then enables them to do so seamlessly by combining best practices with best providers. In this case, the global water crisis that continues to negatively impact hundreds of millions of people every day, including the 2,000 children who die each day as a result of diseased drinking water.

On a recent trip to a World Vision community in Myanmar, Chelsea Clinton helped deliver the 6 billionth liter of clean drinking water purified by the CSDW Program. “P&G has already provided six billion liters of clean water to families around the world through their CGI Commitment,” said Chelsea Clinton. “Using twitter to encourage anyone and everyone to get involved will mean P&G can provide more families in more places

with the clean water necessary for their kids' health and their communities' growth. That's good for everyone, everywhere. I can't wait to see the impact 'Flash Flood for Good' will have."

Celebrities who have added their social media voices to the *Flash Flood* include Academy Award winner Jeff Bridges, Grammy winner Rob Thomas and TV star and Top 40 recording artist Hilary Duff. On the 24th of September, celebrities, media personalities, corporations and the public will all tweet and post for the same reason – to provide clean drinking water for children. By amplifying this message through the aggregation of social media via the community driven Cause Swarm platform, the branded call to action for clean water ("*Flash Flood for Good*"), will instantly reach millions of people around the world. To amplify reach, P&G and brands will support the initiative in social media.

"We're proud to announce that Flash Flood for Good will be launched at the Clinton Global Initiative on September 24th, from the most renowned philanthropic stage in the world," said *Flash Flood for Good* and Cause Swarm creator David Clark, the CEO of David Clark Cause. "This global effort is an incredible expression of this year's CGI's theme - "Mobilizing for Impact" - and we're grateful for the support of President Clinton and Chelsea Clinton to help deliver clean drinking water to the most vulnerable among us."

ABOUT

CAUSE SWARM

Cause Swarm is a community driven platform devoted to creating maximum social impact by harnessing talent and technology to rally people around important causes that deserve immediate attention. In order to address some of the greatest challenges of our time we create initiatives that inspire people to act, then enable them to do so seamlessly, by combining best practices with best providers. This solutions oriented approach activates and enables the grass tops, the grass roots, and everything in between - all to elevate the human condition.

FLASH FLOOD FOR GOOD

Flash Flood For Good is one of Cause Swarm's customized products ("branded swarm") developed to raise awareness and donations for clean water around the world. The first ***Flash Flood For Good*** will be unleashed at the Clinton Global Initiative in NYC on September 24, 2013, and will run for 72 hours during the course of the summit. During those 72 hours, this first amplifying activation (branded swarm) for Cause Swarm will bring together gold standard problem solvers - our strategic partner P&G with our implementing partner World Vision - in a setting populated with global leaders, not for profits, NGO'S, academics and private sector partners during a window when the world's media is focused on NYC.

FLASH FLOOD FOR GOOD PARTNERS

CLINTON GLOBAL INITIATIVE

Established in 2005 by President Bill Clinton, the Clinton Global Initiative (CGI), an initiative of the Clinton Foundation, convenes global leaders to create and implement innovative solutions to the world's most pressing challenges. CGI Annual Meetings have brought together more than 150 heads of state, 20 Nobel Prize laureates, and hundreds of leading CEOs, heads of foundations and NGOs, major philanthropists, and members of the media. To date CGI members have made more than 2,300 commitments, which are already improving the lives of more than 400 million people in over 180 countries. When fully funded and implemented, these commitments will be valued at \$73.5 billion.

CGI also convenes CGI America, a meeting focused on collaborative solutions to economic recovery in the United States, and CGI University (CGI U), which brings together undergraduate and graduate students to

address pressing challenges in their community or around the world, and, this year, CGI Latin America, which will bring together Latin American leaders to identify, harness, and strengthen ways to improve the livelihoods of people in Latin America and around the world. For more information, visit clintonglobalinitiative.org and follow us on Twitter [@ClintonGlobal](https://twitter.com/ClintonGlobal) and Facebook at facebook.com/clintonglobalinitiative.

PROCTER & GAMBLE'S CHILDREN'S SAFE DRINKING WATER PROGRAM

P&G serves approximately 4.6 billion people around the world with its brands. The Company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Fairy®, Gain®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, Braun®, Fusion®, Ace®, Febreze®, Ambi Pur®, SK-II®, and Vicks®. The P&G community includes operations in approximately 75 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

The P&G Children's Safe Drinking Water Program (CSDW) is a non-profit initiative that has provided 6 billion liters of clean drinking water to people in need since 2004. CSDW has partnered with a diverse network of organizations to help distribute water purification packets in developing countries. To learn more about the P&G CSDW Program, and see how the water purification packets work, please visit www.csdw.org.

WORLD VISION

World Vision is a Christian relief, development, and advocacy organization dedicated to working with children, families and their communities worldwide to reach their full potential by tackling the causes of poverty and injustice. To learn more about World Vision's work in nearly 100 countries, visit www.worldvision.org.

CAUSE SWARM FOUNDING PARTNERS

DAVID CLARK CAUSE

Cause Swarm and *Flash Flood For Good* creator David Clark is the CEO of David Clark Cause (DCC). With Seth Shomes, a founding partner of Cause Swarm and CEO of Day After Day Productions, Cause Swarm will launch globally at CGI in 2013. For two decades David Clark has been creating and producing cause-related initiatives across all disciplines and media channels. Noted for the quality of his groundbreaking ideas, David has a history of creating intellectual property that leverages the iconic stature and cultural currency of world-renowned individuals and organizations around the globe. Select initiatives include creating the "46664" HIV/AIDS brand for President Nelson Mandela, which included a globally broadcast concert on MTV that featured Bono, Beyoncé and Peter Gabriel, and the *Anne Frank 75th Birthday Tribute* with Anne Frank's family and Miep Gies, 97, the remarkable woman who hid Anne and her family for over two years and later found Anne's Diary. As CEO of Dublin based Art for Amnesty, David initiated the "Instant Karma" all-star benefit album for Amnesty International, which featured artists such as U2, Green Day, R.E.M. and Aerosmith.

CP+B

CP+B is the global Agency of Record for Cause Swarm and *Flash Flood for Good*. A member of the MDC Partners network, CP+B has a client list that includes Microsoft, KRAFT, The Charles Schwab Corporation, Domino's, MetLife, Old Navy, Mondel'z International, Applebee's, SAS, Arby's and Best Buy. CP+B has more than 750 employees worldwide, collaborating across five factories: Boulder, Miami, Los Angeles, London and Gothenburg, Sweden. The agency has been named "Agency of the Year" 13 times in the trade press and was named "Agency of the Decade" By Advertising Age. CP+B is one of the most awarded agencies in the world,

having won more Grand Prix's than any other agency, with the unprecedented distinction of being the only agency to have won the Grand Prix at Cannes in every major category.

THE HANGAR GROUP

The Hangar Group is a Santa Barbara, CA based collective of entrepreneurs from the worlds of finance, media, and technology with experience in private equity, law, politics, government, NGOs, entertainment, fashion, branding, publishing, marketing, production, and public private partnerships who share common values, who are committed to finding innovative ways to approach social ventures, and who all share the underlying belief that doing good translates into good business. Adding up the experience of the Hangar Group, they have delivered over \$400MM in cash to government agencies, saved over \$600MM in costs to government which provided value to over 1 billion people, flown over a million miles on Air Force One, and managed gold standard brands from sports leagues to people. Wendy Smith, a veteran of the Clinton White House, The New Yorker, Creative Artists Agency and Ralph Lauren, is the CEO of the Hangar Group.

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