

August 13, 2007

Andrew Nelson
13136 NE 31st Place
Bellevue, WA 98005

Bobby Shriver, CEO (Product)^{Red™}
1400 Eye St., NW
Suite 600
Washington, DC 20005

Dear Mr. Shriver,

Recently, I have been researching your organization (Product)^{Red™}. Your work has been a great effort towards eliminating the AIDS crisis in Africa. Through facilitating the creation of a line of already popular products in which a portion of sales is donated to The Global Fund to Fight AIDS, Tuberculosis, and Malaria, you have opened the door for every “average Joe” to make a difference. Most of all, your efforts have an amazing psychological effect on the global community at large. However, I believe that your organization has the potential to be so much more. I propose that you create a whole new division of your organization: (Mission)^{Green}.

(Mission)^{Green}: A line of products made in an environmentally conscientious fashion. In the apparel market, there could be green shirts, green sweats, green jeans, green accessories, green shoes, green jewelry, and more. The products wouldn't literally need to be green. They could sport green patterns, be embossed, patched, or somehow marked with a logo in addition to existing partner company logos. In the electronics industry, there could be green iPods, cell phones, cameras, camcorders, and laptops. Even hybrid cars could sport the green product symbol. All of these products could be made by partner companies that (Product)^{Red™} is already affiliated with. Then, the products could be sold at partner company stores, or possibly at a special one-of-a-kind green store! A percentage of the profit from all sales would then be donated to the Global Environment Facility.

Why should you do this? Think about it—how will a new generation of AIDS-free Africans be able to join the global community as an equal partner if whole communities have to scramble and relocate often due to extreme climate change? Locally, what will happen to American society if our supply of oil and petroleum is suddenly cut off? And globally, what will happen to millions of refugees as coastal cities are repeatedly flooded and eventually taken by the sea? This is but a small sample of problems that will face the up-and-coming generation, unless we take measures now to stop it.

The issue cannot be ignored much longer. Someone has to start the movement sometime. As you have said in your notes regarding the mission of (Product)^{red}, sustainability is important to your organization and to the AIDS crisis in general. But sustainability is crucial to something much bigger—our planet. It is clear that our global community is at risk. It is equally clear everyone has the potential to make a difference. You have the means, you have the power, and you have

the connections to help us all make a difference. As your mission statement emphasizes, all someone has to do is upgrade his or her choice. Now, will **you** upgrade **your** choice?

Sincerely,

Andrew Nelson