



Confidential

The EarthWords™ Project

A Presentation for an Annual, Hands-on, Global Environmental Project

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“Your EarthWords™ are about the education of the senses. This wonderful process you introduce to us lets us literally plant our prayers and intentions in the body of the Earth and tend these prayers as they grow within the earth and within ourselves and each other. Your work is about art and education; it is a science of aesthetics and compassion. It is also the vision of someone who encourages us to retrieve our true nature from the world of the seed.”

Joan Halifax, Ph.D.

Anthropologist



“From a Seed” growing through the earth after ten days”

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INTRODUCTION

As we all know, the earth and all its inhabitants ...humans, animals, plants and habitats ... are in serious trouble. And I have a simple idea for all.

The spring of 1992 was a difficult but creative time in my life. One day in May, tired of talking to others about my problems, I planted the word "HELP" with ryegrass seeds in a 6' x 8' plot in my Santa Fe, New Mexico garden. Ten days later, not only was "HELP" legible, but a concept of planting words, messages and designs in the earth was born -- EarthWords™.

For the last 20+ years, I have been an artist who works exclusively with plant materials. The EarthWords™ Project has been part of my life for the last 14 years. Being an artist and having other commitments kept my full attention elsewhere. But now it is time for the EarthWords™ project to happen. I am totally self-taught. My work is different than most. Please visit my website -- www.seedshaman.com -- to learn more about my art.

This proposal will introduce you to an *Annual, Hands-on, Global Environmental Project* that can inspire and uplift people -- whether on an individual, community, regional or national level, through a very simple, extremely low-cost, easy activity. It can quickly and easily grow to involve millions of people participating every year!

This is a real opportunity for everyone, the consumer, corporate sponsors and non-profits to literally plant a "green foot print" on the earth. EarthWords™ will help Global Warming by individuals developing a new sense of reverence for the earth. EarthWords™ will engage people!

The EarthWords™ Project will be unveiled in April, 2008.

Welcome to the EarthWords™ Project.

A FEW QUOTES

The following are a few quotes I have obtained over the years. They will create a context for you, as you read this presentation and discuss this project.

“I have fostered a heartfelt spirit for EarthWords™ since its conception. People globally need the luminous insights of artists with vision to inspire meaningful actions on the environment, human rights, and other matters vital to the earth’s integrity.”

Mr. Arnold Newman
Director and Founder,
International Society for the Preservation
of the Tropical Rain Forest

“...I found EarthWords™ a valuable means for young children to develop a profound connection with the Earth.”

Mr. Clifford Ross
President, Earth’s Birthday Project

“It gives me much pleasure to share with you ... the ease of the practical activity involved in growing the EarthWord™ and the degree of acceptance and positive response by both the hands-on participants and the surrounding community. The younger students sound it out to read it, the older ones recognize it at once, and the teachers, students, and neighbors all look at it as a wise and beautiful message.”

Mr. Garrick Beck, on his experience with planting
“Grow” with public school students in New York City

“On April 22, 1993, Earth Day Ms. McManus 3rd grade class listened to Richard Solomon talk about his artwork and told us what we where going to do. We lined up and went outside. We worked on turning the grass for one whole hour, then Richard told us to rake all the old grass into one pile. We took a break and ate apples and popcorn. Then we planted some seeds in the shape of HOME SWEET HOME! In a couple of weeks we saw little sprouts. It was beautiful!”

Miss Nicole Huff, 3rd grade student
Gonzalez Elementary School, Santa Fe, New Mexico

“Virtually every form of communication has an environmental cost in energy and resources. EarthWords™ not only effectively conveys a message; it does so with a net environmental benefit. Potential applications range from corporate logos to eco-graffiti. EarthWords™ is a program that can be done by any group, no matter what their size or budget may be.”

Mr. Maury Mason
President, Earth Day International

WHAT ARE EARTHWORDS™?

EarthWords™ are words, message and designs planted in the earth with seeds from small to large plantings. They are heartfelt messages such as:

- Walk in the Beauty Way
- A Happy Face
- Earth Day Every Day
- Home Sweet Home
- I Love You, (signed) Mother Earth
- Trust
- Gratitude
- Save the Seeds
- Please Respect Me. (signed) Mother Earth
- Please do not litter me. (signed) Mother Earth
- Johnny Loves Mary
- SOS

EarthWords™:

- can give inner-city youth a new connection with nature
- can be planted outdoors or indoors
- can be any size, from a window box to many acres
- can be planted by oneself or with a group of other people
- can be photographed or filmed from many perspectives, from ladders, planes and satellites can be planted in all the world's languages, acknowledging our common dependence on the earth

SITES FOR PLANTING EARTHWORDS™

EarthWords™ are easy and inexpensive to plant. The entire United States/World can easily and quickly become an endless “talking garden”. Some of the sites where EarthWords™ can be planted include:

- front yards, backyards
- schools (K through colleges)
- inner-city gardens
- The White House
- 50 state capitals
- local city halls, county courthouses
- small and large businesses
- community gardens
- hospitals
- senior citizen centers
- children’s museums
- botanical gardens
- zoos
- churches
- and more

THE POTENTIAL AUDIENCE FOR EARTHWORDS™

- Sponsor(s) customers
- New sponsor(s) customers
- Sponsor(s) employees
- Sponsor(s) vendors and suppliers
- And more

“According to Conscious Media and Lifestyle of Health and Sustainability (www.lohas.com), 63 million adults in the United States are considered LOHAS consumers. They are attracted to products and services focused on health and the environment, and are more likely than the general population to buy a product from a company with values like their own.”

Another large audience is gardeners (according to a Gallup Poll, there are at least 40,000,000 gardeners in the U.S.). Plus, there are additional millions of people in schools, churches, scout groups, senior citizen centers and environmental organizations members around the world who might not see themselves as gardeners.

We are talking about a potential audience of millions.

NON-PROFIT SPONSORS

The participation, endorsement and co-sponsorship of an environmental non-profit organization can become a big plus for the EarthWords™ Project. Its members (as well as other local non-profit organizations) can organize community EarthWords™ plantings, in partnership with sponsors.

Very soon we will be contacting environmental non-profit organizations such as the Earth Day Network, the Nature Conservancy, the Sierra Club and World Wildlife Fund. The non-profit sponsor will not only receive unprecedented media exposure, but will also receive a royalty (to be determined) on all net sales on sponsorships, products and publications from EarthWords™, LLC.

We want a committed non-profit organization who will help us mold this project with corporate sponsors and EarthWords™, LLC.

EARTHWORDS™ GUIDE BOOK OVERVIEW

The EarthWords™ Guide Book will be written for children of all ages, such as Harry Potter fans and contain the specific steps required to plant EarthWords™ and will be illustrated with color photographs. One to three photos will appear for each page of text or headings.

The EarthWords™ Guide Book will present practical steps, techniques and tips on how to plant words, designs and messages in the earth with ryegrass seeds. It introduces a new art form, as well as a new way of seeing and experiencing nature.

Other ideas for the EarthWords™ Guide Book include:

- Sponsors(s) environmental and/or other messages.
- A list of suggested EarthWords™, messages and designs to plant.
- Possibly a separate Spanish language version could be created for the second year.
- Also, there can be EarthWord™ guide books developed in different languages (tie-in with the United Nations would be great).
- General printing specifications for the EarthWords™ Guide Book could be 6" x 9" vertical, 24 pages, self cover, 4 color/2 sides, soy-based inks printed on 60# recycled white offset paper. (I have written the EarthWords™ Guide Book, which is available upon request.)

DISTRIBUTION OF THE EARTHWORDS™ GUIDE BOOK

The distribution of the EarthWords™ Guide Book can be implemented in many different ways. The following just scratches the surface.

- customers at the check-out counter
- customers throughout the store
- sponsor(s) employees
- sponsor(s) vendors and suppliers
- on-line

Other Ideas

- schools including colleges
- churches
- scout troops
- senior citizens centers
- local and national environmental organizations

In my opinion, the distribution of a minimum of 10,000,000 EarthWords™ Guide Books will allow this project to reach its fullest potential.

EARTHWORDS™ WEBSITE

The EarthWords™ website will be an extension of the EarthWords™ Guide Book. Not only will it have all the planting information on EarthWords™ (for downloading), the site will have calendared locations for planting events, opportunities to post stills and videos of personal EarthWords™ plantings, contest information, research tools, etc. Also the website can become a gathering place for new ideas of working with seeds and the earth.

EARTHWORDS™ PRODUCTS

The EarthWords™ Planting Kit.

The EarthWords™ Planting Kit will enable the consumer to plant their own EarthWords™ outdoors even if they have limited space. And if conditions are right they may be planted indoors. Planting EarthWords™ in a tray can be an exciting adventure. Imagine that your EarthWord™ is grown. Then you can just leave the tray outside, bring it inside, plant the entire tray in the earth or give to someone the tray as a gift.

The kit will contain a planting tray, made from pressed board or fiber board, liner, rye-grass seeds, a seed dispenser, with or without planting soil, planting instructions, and a copy of the EarthWords™ Guide Book.

EarthWords™ Television Documentary. The EarthWords™ Television Documentary shows how an artist discovered a new way for all of us to connect with nature. His passion for the seeds led him to create art from plant materials for over 20 years. EarthWords™ is a very simple concept. It is about planting words, messages and designs in the earth with fast-growing rye grass seeds. The documentary will show the steps involved in the process from planting the EarthWords™ seeds to their full maturity and how to maintain them. Plus the stories behind the plantings will work with individuals, in homes, in schools and corporations.

EarthWords™ Merchandise. There can be a line of t-shirts, sweatshirts, caps, buttons, etc. with the EarthWords™ logo and/or t-shirts with sayings like “Have you planted your EarthWords™?” “Think Globally, Plant EarthWords™ Locally”, etc.

EarthWords™ DVD. This DVD is an extended version of the EarthWords™ Guide Book, this DVD will show many EarthWords™ plantings being created and brought to life, from the first idea through the first snow. Most likely this DVD will be from the EarthWords™ Television Documentary.

EARTHWORDS™ PUBLICITY AND MEDIA POTENTIAL

The uniqueness of the EarthWords™ Project can create virtually unlimited PR opportunities. Because EarthWords™ plantings are so visual and people-oriented it lends itself to endless media coverage. Especially now, with environmental concerns become issue #1 for the global public.

Possibly a celebrity spokesperson should be retained. Many top celebrities are strong advocates of the environment. And the celebrity involvement with EarthWords™ would naturally have significant carryover into identification with sponsor(s) in general.

Besides local and national publicity, it is highly probable that network Cable TV news shows, 60 Minutes, childrens' television shows, (possible tie-in with Nickolodeon or the Disney Channel?) gardening shows (a tie-in with HGTV?), The Today Show or even Oprah might present EarthWords™ to their audiences. Publications such as the New York Times, U.S.A. Today, The Wall St. Journal, Time or Newsweek magazines ... the likelihood of massive exposure is tremendous.

PBS and Cable Networks like Turner Broadcasting and the Discovery Channel will be contacted regarding the EarthWords™ Television Documentary as it is developing.

The possibilities are endless.

IN-STORE COMMUNICATION IDEAS

Depending on the types of sponsor(s), in-store communications offers many opportunities. The following are just a few thoughts:

- Floor and counter displays with EarthWords™ Guide Books
- Posters throughout the store
- Large planter boxes outside on wheels with EarthWords™ planted by local school, kids or store employees.
- Large bulletin boards for customers to display pictures of their EarthWords™ plantings

SPONSOR(S) BENEFITS OF THE EARTHWORDS™ PROJECT

The benefits to the sponsor(s) are broad and deep and the EarthWords™ Project should be considered as a serious marketing program. Considering the enormous potential, the costs are extremely low.

- Sponsoring and producing the largest consumer promotion ever!
- Spearheading an extended event that helps heal the earth using the hands of individuals, one EarthWords™ at a time.
- On-going national, regional and local publicity.
- EarthWords™ can help build the sponsor(s) image, awareness and customer loyalty.
- Reinforcing the project through use of the EarthWords™ logo and message on packaging, advertising and promotional materials.
- Buzz -- Everyone will be talking about EarthWords™
- EarthWords™ can create a common bond with sponsor(s) employees.
- EarthWords™ can possibly become a sponsor(s) brand.
- EarthWords™ will demonstrate to consumers that the sponsor(s) are a green corporate citizen, concerned about the environment.
- EarthWords™ can become a yearly event.
- EarthWords™ can increase store traffic.

EARTHWORDS™ PLANTING SCHEDULE 2007

July

- Prepare the land for planting
- Begin designing planting spaces
- Begin planting EarthWords™
- Begin photographing the EarthWords™ plantings

August-November

- On-going EarthWords™ planting, maintenance and photography
- Plant EarthWords™ with local organizations and schools

RICHARD SOLOMON BIO

Richard Solomon, artist and writer, is creator and owner of the EarthWords™ Project.

Richard has extensive experience in all aspects of marketing, promotion, and product development. He was successful in his own marketing and promotions company for over 20 years, working mainly with Fortune 500 clients.

In 1982, he was consulting for the World Wildlife Fund-US in New York City, which allowed him to spend extended periods of time at his home in upstate New York. Here in this wild and isolated area, he discovered a profound and intimate connection with nature. This love for nature, and in particular for everything that comes from seeds, later manifested itself in his artwork – large, dimensional sculptures, trays and flat - pressed pieces from plant materials gathered in the deserts and mountains of the Southwest. Please visit my website at www.seedshaman.com.

Richard's life was further redirected when, in 1984, he visited the Ojai Foundation in California and stayed to help produce a month-long event, "Awakening Dream – The Way of the Warrior." Here he learned the values of ritual and ceremony as a means of reconnection with Self.

In his heart of hearts, Richard knows that EarthWords™ will be a method for millions of people – children and adults – to reconnect with nature in a new way, to begin dialogues with the earth. The result will be an explosion of reverence and respect for the earth.

Richard resides in San Ysidro, 35 miles from Santa Fe, New Mexico. He continues to create and sell his art and works on two other writing projects ... *Matussa* (a story about what happens to the Earth when all the seeds and plants stop growing and go into "seed time reversal"), and his autobiography called "Awakenings".

CONNECTING WITH NATURE



NEIL JACOBS/JOURNAL

Environmental artist Richard Soloman tends to a patch of winter rye planted last month to spell out a living message at the Santa Fe Children's Museum: "Plants Have A Lot To Teach Everyone. Earthworks." Earthworks is the name of a landscaping project at the museum. Soloman has an ongoing project he calls "Earthwords" in local schools and gardens in an attempt to get people to "connect with nature."

Front page picture from Albuquerque Journal



Third grade class in Santa Fe, NM, standing in front of "Home Sweet Home" (5' x 25'). 2 weeks after planting.

A FEW FINAL THOUGHTS

The two billion people who watched Live Earth on 7 continents on 7/7/07 may serve as testimony to the fact that Saving Our Planet is finally an idea whose time has come!

I've felt that the EarthWords™ Project would be a significant part of this effort since creating them 14 years ago. "Everything happens in its own right time."

As Madonna said during Live Earth, "Let's hope the concerts that are happening around the world are not just about entertainment, but about starting a revolution." And let's make the Earthwords™ Project a sustainable, annual part of that revolution, accruing goodwill for its sponsors, year after year after year after year after

Thank you for your consideration.