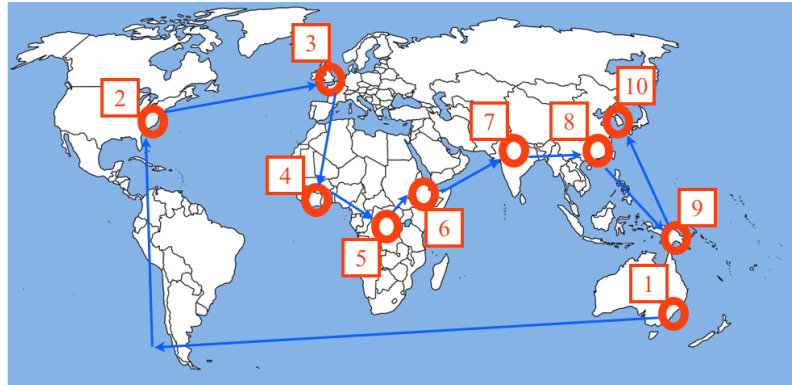


## Become a Supporter of the 10 City Bridge Run/Life Bridge initiative

With every journey that travels across borders, a passport is required. This is no different. You are invited to support this audacious journey by purchasing your own 'Supporters Passport' overleaf.

Child mortality is a 'wicked problem' which needs more attention if it is at all possible to meet the United Nations Millennium Development Goal target before the end of 2015.

Since 1990, global under-five mortality has dropped from 12 million deaths per year to 7 million deaths per year in 2011. While this progress is good news, it is not good enough to achieve Millennium Development Goal 4 established to reduce child mortality before the 2015 deadline agreed to by all 192 United Nations Member States in 2000. To achieve this target requires a further reduction of 3 million under-five deaths per year before 2015, which at present would appear to be almost impossible.



Commencing on 24 February 2013, Matt Jones will run 10 sub-marathons each of 24 km in 10 cities across 10 countries all inside of one month as a stunt to open a conversation about how together we might improve this situation. This is only possible with your support.

In each city where running occurs, a 'Design Forum' will be convened to take this conversation further. These will culminate in a Global Design Forum at the end of the journey in Seoul. Each Design Forum will seek to address how we might bridge recognised thought leaders, those with a willingness to help, and those who are experiencing child mortality where it is at its worst in order to bring existing proven innovation that is delivering results to scale.

You can support this journey through the pre-order of the book 'Life Bridge' which will feature 100 photographs of 'human bridges'. Life Bridge draws inspiration from a quote by Ophelia Dahl (cofounder of Partners in Health and daughter of renowned children's book author Roald Dahl) speaking about the importance of "drawing connections between the near and the distant":

*Linking our own lives and fates with those we can't see will, I believe, be the key to a decent and shared future... Imagination will allow you to make the link between the near of your lives with the distant others and will lead us to realise the plethora of connections between us and the rest of the world... and this will surely lead to ways in which you can influence others and perhaps improve the world along the way.*

The book Life Bridge will be beautifully published in softcover and hardcover, and available to be posted to you at the completion of the journey in early 2013. Names of all supporters will be included in the book Life Bridge.

*"If you want to go fast, travel alone. If you want to travel far, then let's go together."*  
(African Proverb)

*Life Bridge is Matt's passion project to bring about change where it is needed most. He cannot do this alone, and only you have the ability to bring this to life by supporting this initiative. Matt is a globally respected social entrepreneur with a unique combination of determination, sharp analysis, ability to execute, and physical robustness. He is a graduate of the Royal Military College, Duntroon located in Canberra, Australia*

Please return the completed form to Matt Jones through Social Alchemy (ABN 20 118 488 798):  
email at [matt.jones@socialalchemy.com.au](mailto:matt.jones@socialalchemy.com.au), or  
post to PO Box 455, Potts Point NSW 1335, Australia

## Become a Supporter of the 10 City Bridge Run/Life Bridge initiative

Thank you for your support of the 10 City Bridge Run/Life Bridge initiative, and joining the journey.

Please complete your selection of the level of support you wish to provide on this form, and return it to Matt Jones through the contact details shown at the bottom of this page. First Class Support of \$240 is equivalent to sponsoring Matt one dollar for every km run during this challenging odyssey.

Your support enables this initiative to take place, and in doing so, to potentially make a difference to the lives of literally millions of people. In return, you will receive by post your own 'Supporters Passport', as well as a copy of the book 'Life Bridge' once published in 2013. Names of all supporters will be included in the book Life Bridge.

### Your details:

First Name: \_\_\_\_\_ Surname: \_\_\_\_\_

Postal Address: \_\_\_\_\_

Suburb: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_ Country: \_\_\_\_\_

Email: \_\_\_\_\_ Tel: \_\_\_\_\_

### Support:

- ☐ \$24 Standard: Supporters Passport and pre-order of Life Bridge book (softcover)
- ☐ \$240 First Class: Supporters Passport and pre-order of Life Bridge book (hardcover)
- ☐ I wish to additionally make a one-off contribution of \$\_\_\_\_\_ amount

### Payment Options:

- ☐ Cheque (Please make payable to 'Matthew Jones' or 'Social Alchemy')
- ☐ EFT (Please transfer funds to Commonwealth Bank account Name: 'Social Alchemy'  
BSB: 062220, Account Number: 10142583)
- ☐ Credit Card Type of Card: ☐ Visa ☐ Mastercard
- Card Number: \_\_\_\_\_
- Name on card: \_\_\_\_\_
- Expiry date: \_\_\_\_/\_\_\_\_ Amount: \$\_\_\_\_\_
- Signature: \_\_\_\_\_

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