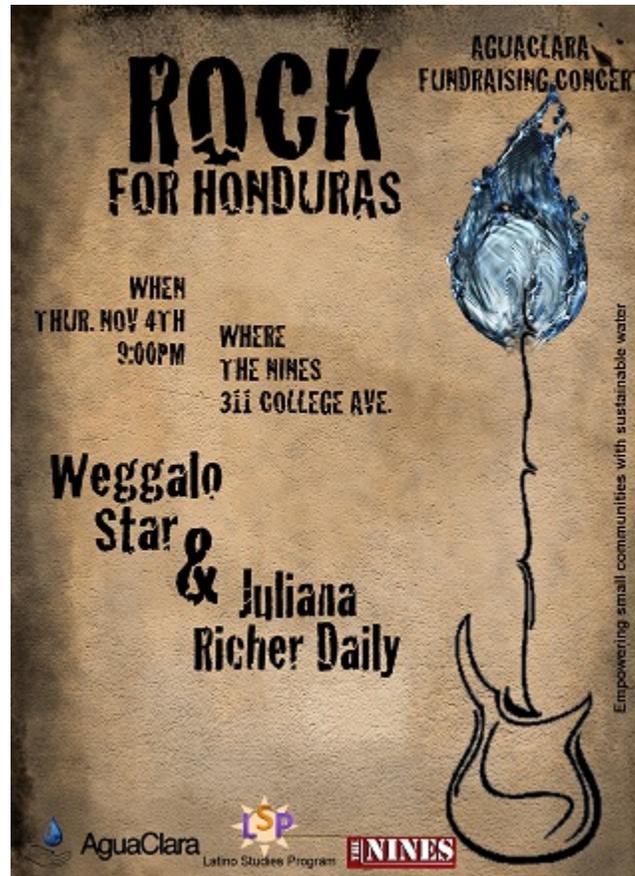


AguaClara's Benefit Concert

AguaClara Benefit Concert

AguaClara holds a benefit concert twice a year, where Cornell students, staff, and faculty have the opportunity to gather and support the cause of clean water--all while enjoying great music and food. The purpose of these concerts is not only to raise money for AguaClara (money that directly goes toward the [research, design](#), and implementation of sustainable water filtration plants), but also to spread awareness of our vision throughout the Cornell community. It is a way for us to proactively reach out to the campus in a way that is both purposeful and engaging.

The most recent concert held was on November 4, 2010. AguaClara hosted its semi-annual benefit concert, Rock for Honduras, at [The Nines](#), one of the most popular pizza places in Collegetown. The event featured lively performances by Weggalo Star, Julia Richer Daily, and Larry Lin. Team members and friends enjoyed food, drinks, and great music all for a good cause. AguaClara received more than \$420 from the concert. All of the proceeds will go toward the research, design, and implementation of sustainable water treatment plants in Central America. We would like to thank The Nines for hosting the concert and the Latino Studies Program for their generous sponsorship. Thank you for all of your support!



Fall 2010 Benefit Concert

AguaClara benefit concerts are an ongoing effort, so we are always looking for participants who are passionate about socially responsible entrepreneurship. If you know a singer, band, comedian, business owner, or performer of any kind who is interested in participating in one of our concerts, please don't hesitate to contact us and encourage them to get involved.

The PR that our team implemented for the fall 2010 benefit concert was multi-faceted. Among the methods we used to advertise the concert included quarter-cards, flyers, facebook invites, and word of mouth. In the course of developing PR materials, we found that much of the content could be used for general purposes as well.