



Blue Marble Institute

Blue Marble is a 501(c)(3) non-profit

Chairman Miura
Global Sports Alliance World Center
104 Eco House Daizawa,
1-29-34, Daizawa,
Setagayaku, Tokyo 155-0032
Japan

June 23, 2011

Dear Chairman Miura,

Global Sports Alliance has a long history of successfully promoting the environment, leadership and ethics through sports around the world; Global Sports Alliance USA has proudly sought to advance these important issues. GSA USA recently began operating under the name Blue Marble™ Institute to reflect a broadened mission, which is, “To create a healthier world through science and sustainability education; space and scientific exploration; and, leadership and ethics training.” The organization continues to advance the core values of GSA through its three main programs: Champions for Change, The Local Trust and the Gabby Giffords Earth and Space Leadership Fund. Each program has strong environmental, ethics and leadership components. You can find more information about them at the website www.bluemarbleinstitute.org.

With environmental degradation plaguing much of the world’s populations and natural systems, and ethical leadership in great demand, the world needs the work of GSA and Blue Marble now more than ever. Blue Marble would like to continue its strong affiliation with Global Sports Alliance as together we can accomplish a great deal.

To initiate our continued partnership I would like to invite Naoko Okada to serve on the Board of Directors of the Blue Marble Institute. Having her involvement in the leadership of our organization helps strengthen the bonds between our two organizations and provides continuity to the great work GSA USA initiated and that Blue Marble will continue. As I am sure you are aware, though we would welcome her on-site participation, we certainly do not expect Naoko to attend the meetings in person unless she so chooses and would anticipate using teleconferencing resources. Further, we would like to discuss ideas of how to work directly together to promote the shared values of both organizations. For example, Blue Marble’s Champions for Change Program engages middle school children (ages 10 – 14) in environmental and science education through sports and is highly regarded in Arizona schools, and is

beginning to expand to other areas in the nation. The program is based on the book *Champions for Change: Athletes Making a World of Difference* published by GSA USA and celebrated at the United Nations Head Quarters in 2009. I have attached a program flyer for your information. Teachers have expressed great interest in having their students communicate with youth in Japan, and possibly collaborate on projects. Once field tested in a few schools, this type of cross-cultural teamwork could occur in many schools in Japan, and using GSA's wonderful network of Team Captains, move into other countries as well.

There are surely other ways that Blue Marble can continue and even leverage the great work of GSA in its own work. Richard DeBernardis, GSA USA's founding President and current Board member, will be in Japan in September of this year and can talk with you further about collaboration and cross fertilization of ideas.

I so look forward to receiving your thoughts, and to a continued strong and productive relationship between our two organizations.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jane Poynter', with a long horizontal flourish extending to the right.

Jane Poynter
President, Blue Marble Institute