



**I AM WATERS**  
FOUNDATION

**Supermodels of the 80's Luncheon presented by I Am Waters  
Houston, Texas (April 25, 2012)**

I Am Waters non-profit Foundation's founder, Elena Davis, invites you to attend a unique and thought-provoking charity luncheon. A who's who of supermodels from the 80's will join Ms. Davis to highlight some surprising parallels in the lives of models and homeless Americans.

"I was raised in poverty and was lucky to make my way into the fashion world. I understand what it's like to be an object in society under the best and the worst circumstances. There is something about both worlds that for me became disconnected and apart from the mainstream. I know all too well what it means to be a target of judgment," says Elena Davis, whose life experience has spanned the extremes of fortune.

I Am Waters brings together some of the most highly photographed American models in history to discuss the commonalities between these two seemingly disparate groups. The participants will share ideas surrounding the issues of objectification, their insight into the I Am Waters project and how it relates to all of our lives.

Guests of the event are supermodels of the 80's: Cheryl Tiegs, Kim Alexis, Kelly Emberg, Joan Severance, Tara Shannon, Kim Charlton, Diane deWitt, Tony Spinelli and Jack Scalia. All have graced covers of the most established and prestigious magazines in the world, including Vogue, Elle, Cosmopolitan, GQ, Town & Country, Glamour and many others.

Since 2009, the I Am Waters Foundation has established a unique way to engage with the homeless and create a dialogue by organizing portrait photography sessions at various shelters.

Photographer, Peter Duke, captures images of homeless men, women and children including families, veterans and the elderly in a positive light. "The homeless are frequently portrayed as unfortunate people or objects of pity. We deliberately choose not to do that." says Peter.

The foundation uses these images as a vehicle to talk with individuals about their feelings of being homeless and their prospects for the future. The photos bolster the image homeless have of themselves, while providing a valuable keepsake (many had not seen a photograph of themselves in years). I Am Waters uses the images as a tool to dispel stereotypes and bring a human face to an issue that impacts us all.

**CONTACT**

14-forty - 323.662.1440

Jayson Cooke - Jayson@14-forty.com

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**MISSION** The mission of I Am Waters is to bring physical and spiritual hydration to American homeless by delivering branded water bottles with messages of HOPE, PEACE, DREAM and LOVE to homeless shelters and service providers. I Am Waters is the only organization of its kind in the United States.

**FOUNDER BIO** In the 1980s and 90s, Elena was best known as a top fashion model. For over fifteen years, her image graced the covers of magazines, appeared in ads, on the pages of fashion's most prestigious magazines, and she has been in more than 40 national TV commercials. She married Gregg Davis in 1994, and retired from her successful modeling career after the birth of their first child. Since 1997, Gregg and Elena and their three children have called Houston home.

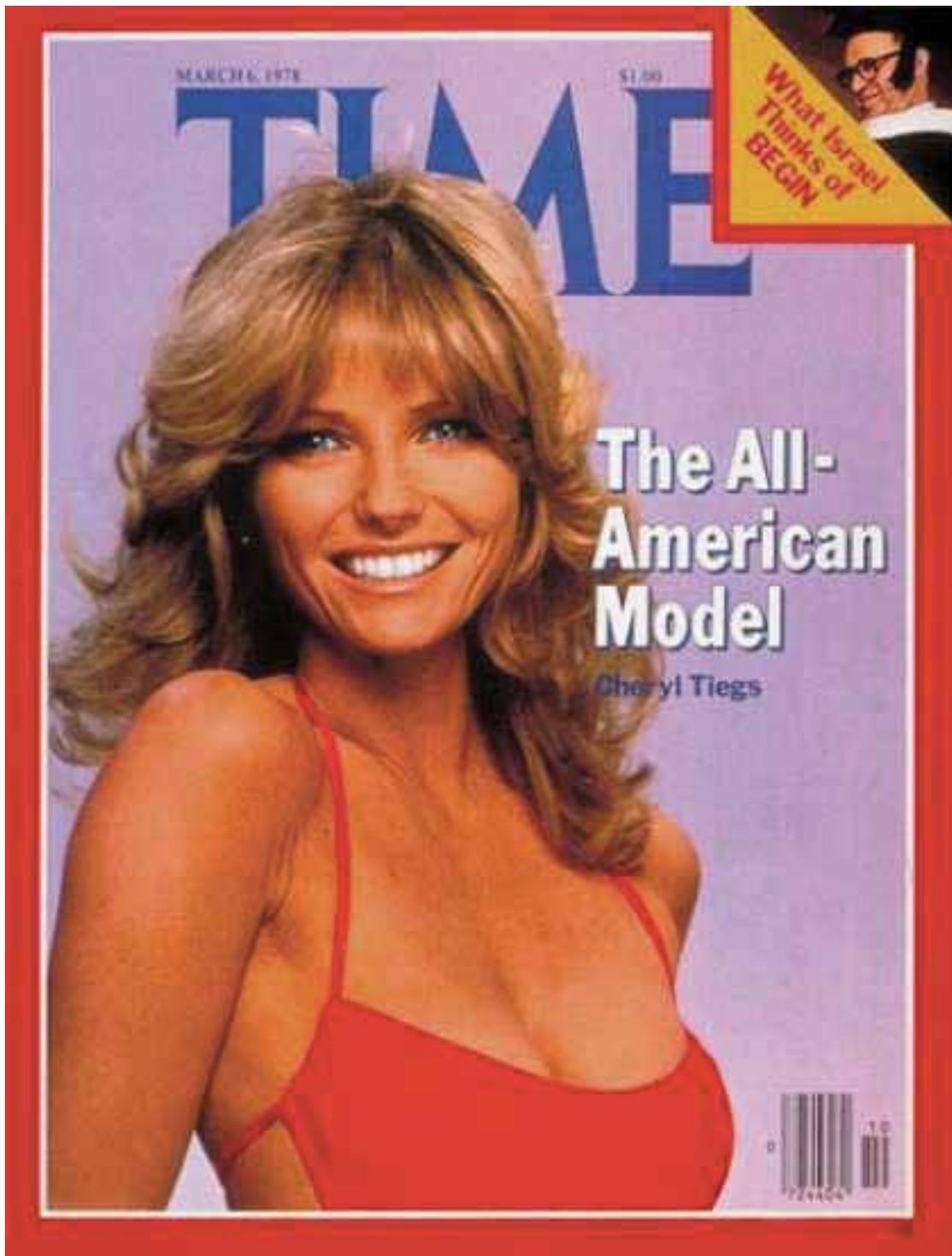
Elena was one of four kids raised by a single mother on less than three thousand dollars a year and food stamps. Elena lived on the margins of society, attended a dozen schools, and finally dropped out of school in the 8th grade to work and support her family. She moved to Paris to pursue modeling at age 16. After a year of modeling overseas, Elena returned back to the States and signed with the renowned Ford Agency.

**FOUNDER QUOTE** "Homelessness is a national problem that gnaws at our country's economic recovery and future. I am so impressed and inspired by the many great organizations that help the homeless with housing, job skills and food. I Am Waters compliments these groups with our mission to provide free, clean drinking water to the homeless. Water is the body's most fundamental need. Our image-based awareness and education campaigns work concurrently to bring a human face to the American homeless to promote compassion and understanding."

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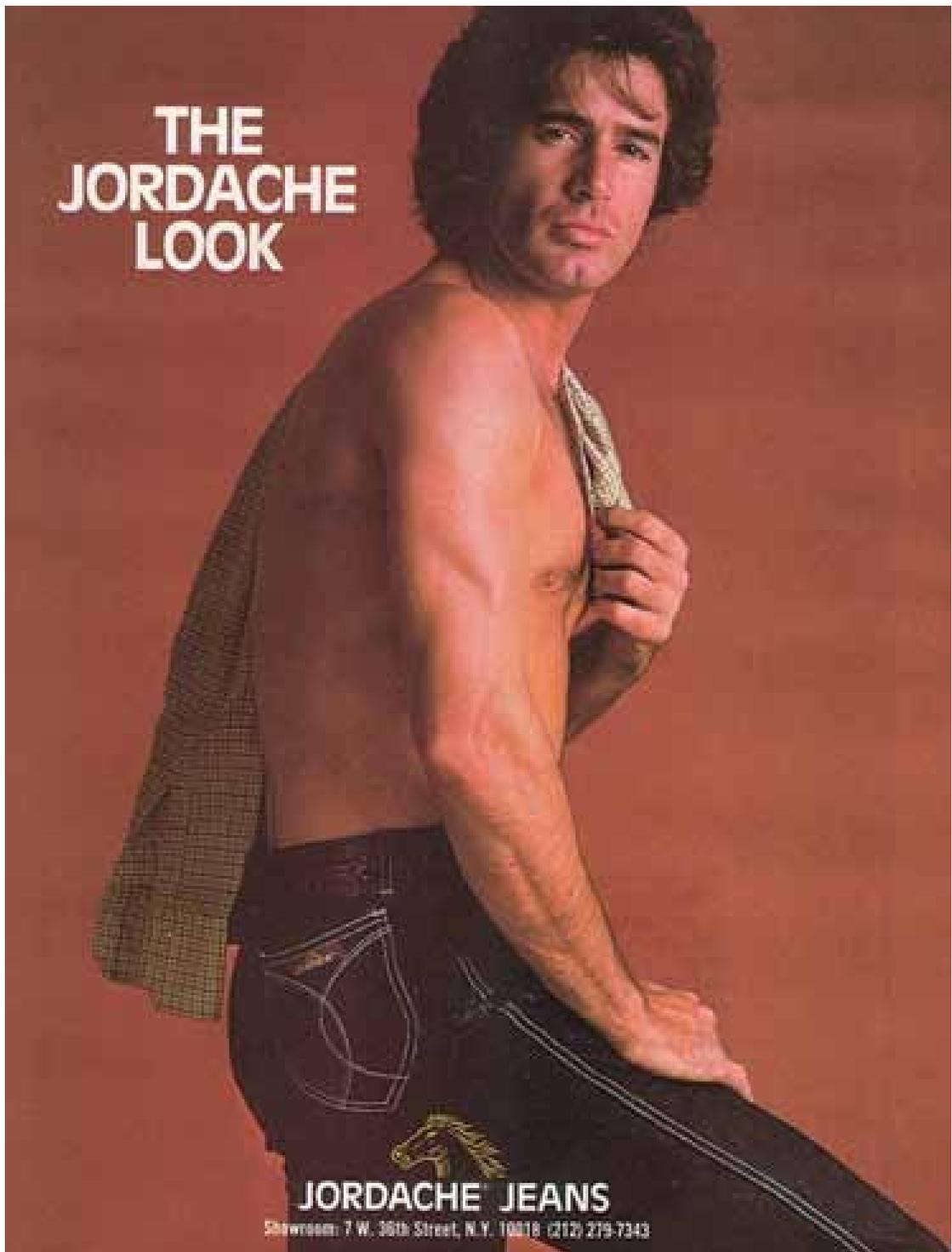
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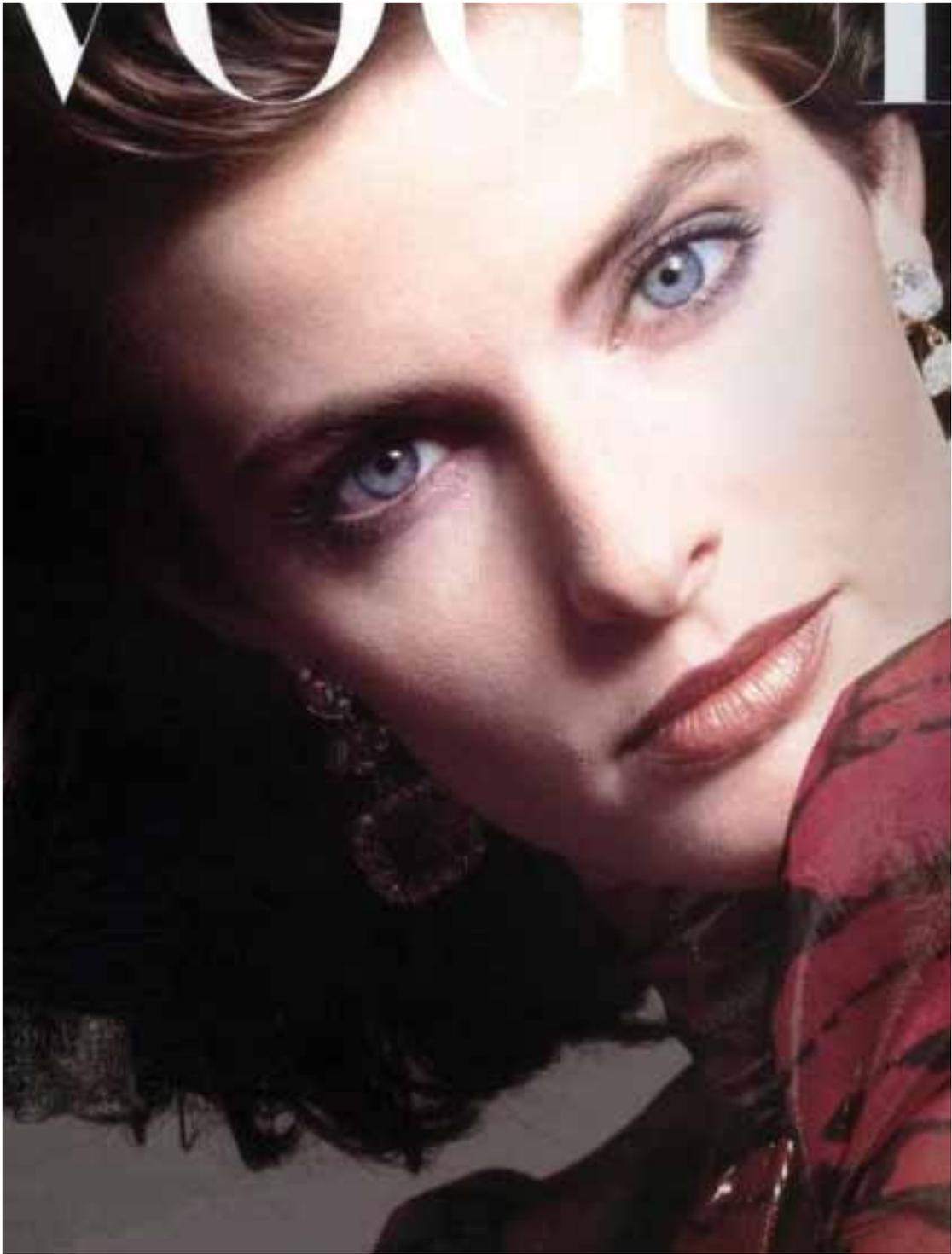
Cheryl Tiegs



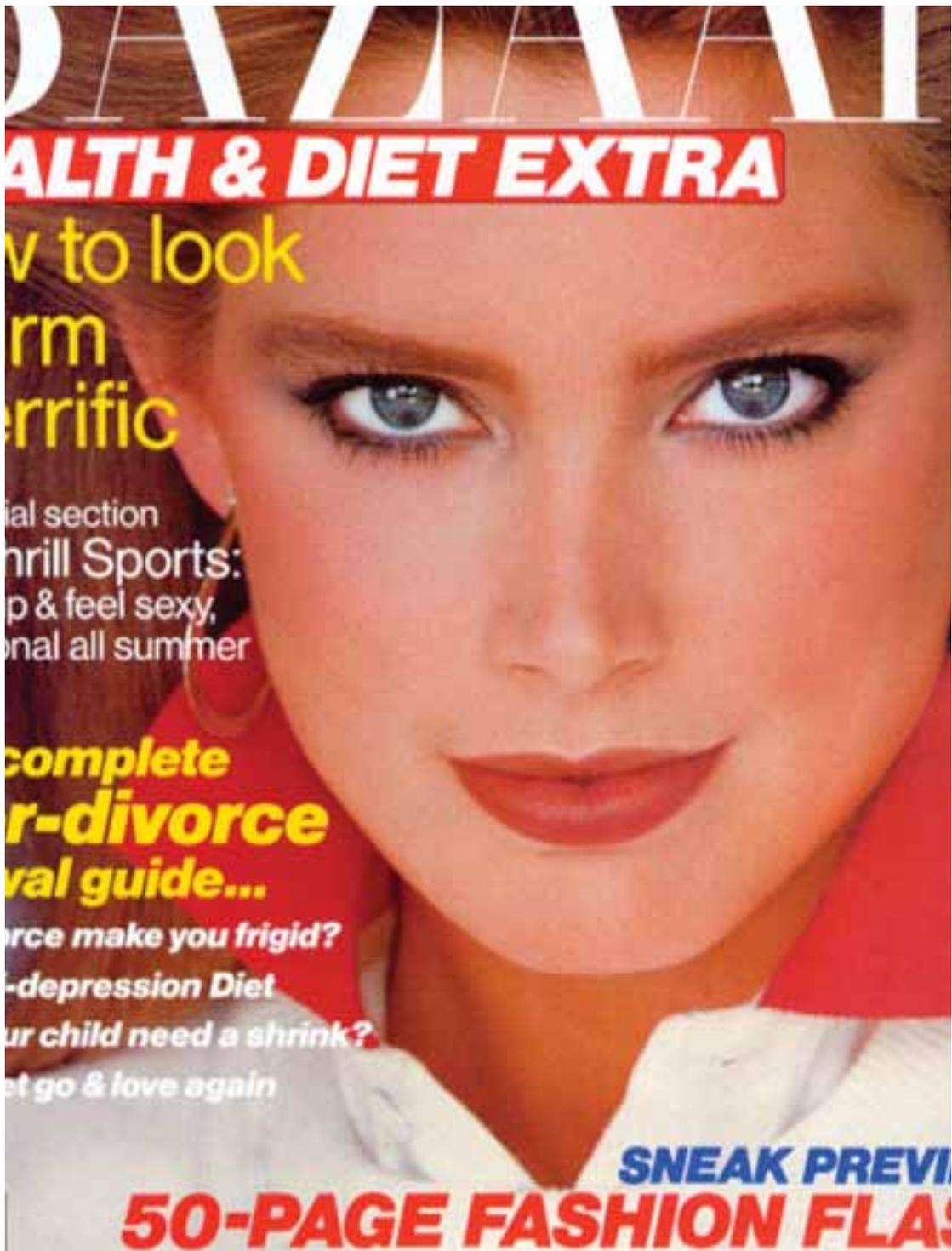
Elena Davis



Jack Scalia



Joan Severance



Kelly Emberg

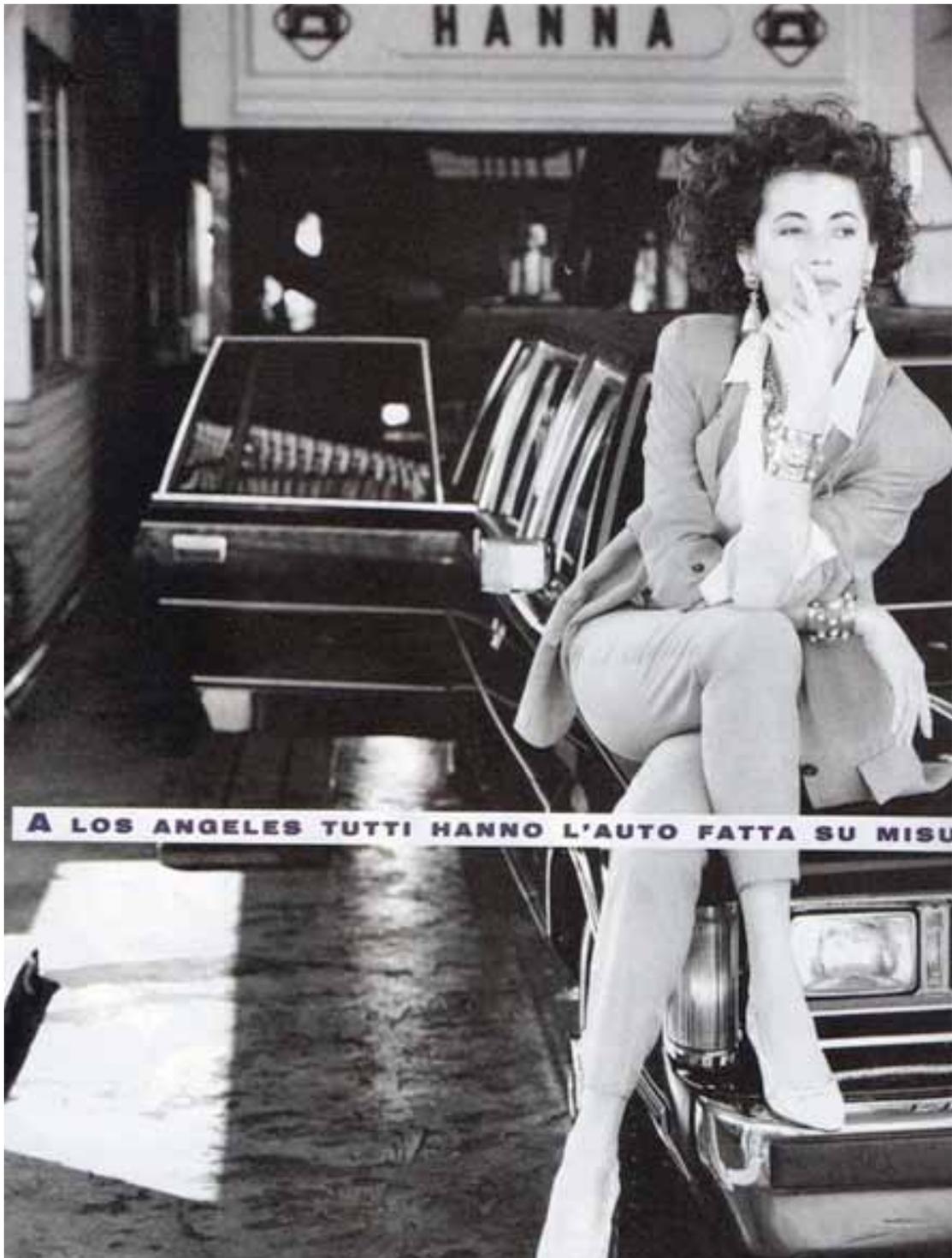


Witty. Confident. Devastatingly feminine.

# CHANEL N°19

The Outspoken Chanel.

Kim Charlton



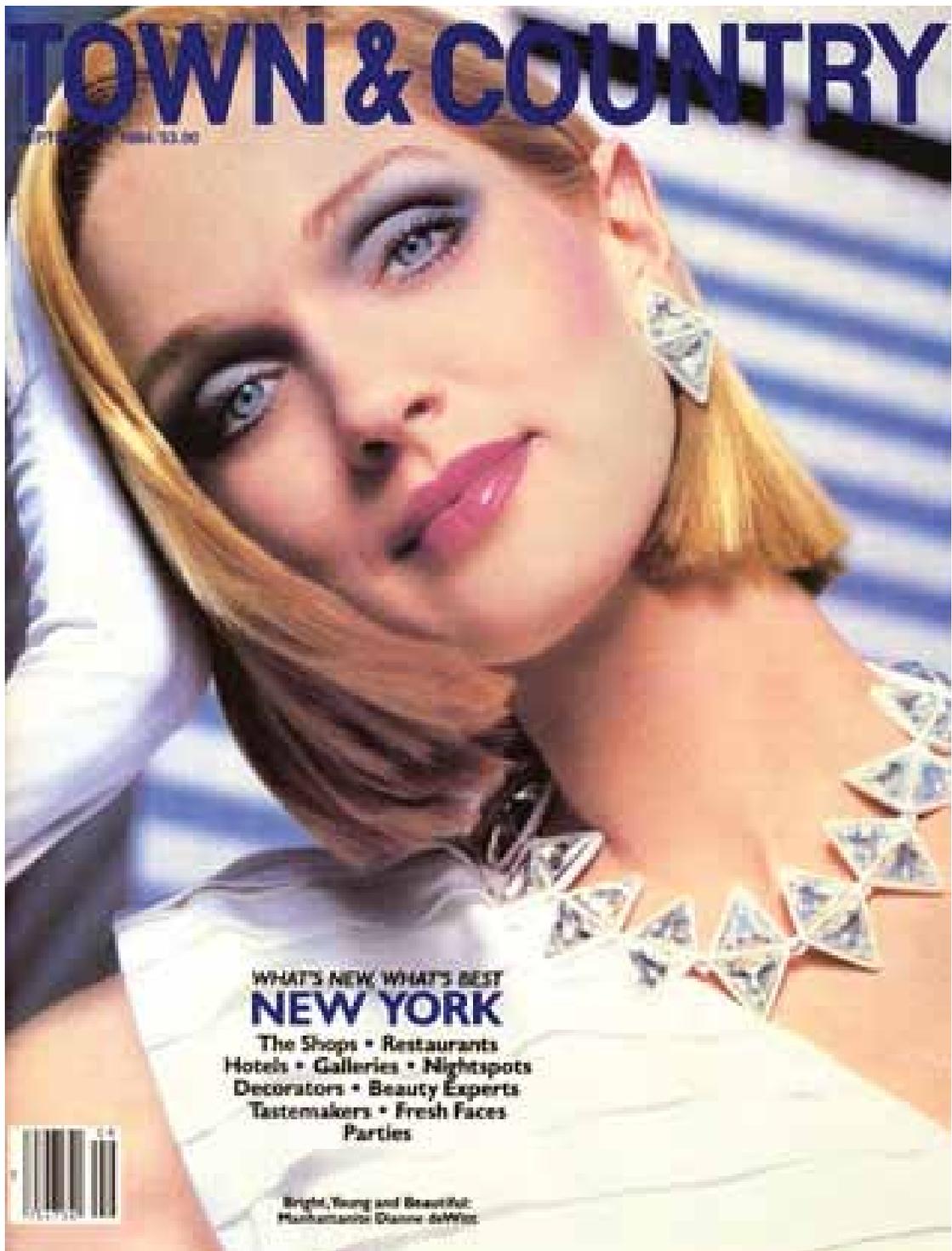
Tara Shannon



Tony Spinelli

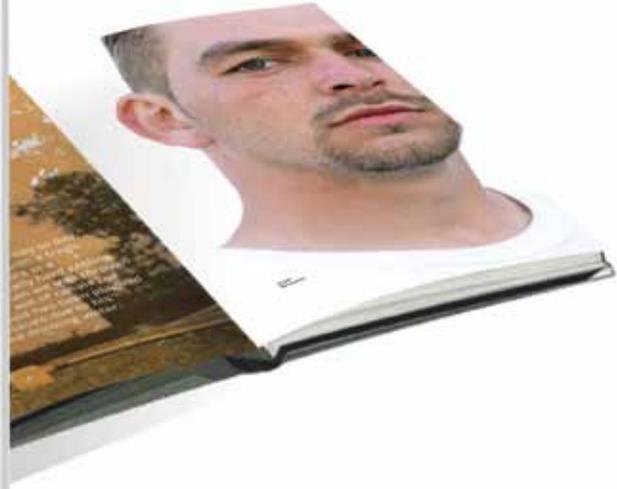


Kim Alexis



Dianne deWitt





WE'VE LOST 80,000 HOUSING UNITS

# 80,000

HOUSING UNITS LOST TO THE HOMELESS IN THE  
LAST TEN YEARS IN CALIFORNIA

**I AM WATER COOPERATION**

Water is essential for life. It's the foundation of our society. It's the lifeblood of our economy. It's the key to our future. But in California, we're running out of it. And that's a scary thought. That's why we need to work together to protect our water. We need to conserve it. We need to invest in new technologies. We need to make sure that everyone has access to clean, safe water. Because when we run out of water, we run out of everything.

**I Am Homeless**

John is a 35-year-old man who has been homeless for the past five years. He has a history of substance abuse and mental health issues. He is currently living on the streets of Los Angeles. He is looking for a place to live and a job. He is a hardworking man who wants to get back on his feet. He is a good father and a good friend. He is a man who has a lot to offer. He is a man who is ready to take on the world. He is a man who is ready to make a difference. He is a man who is ready to be a part of something big. He is a man who is ready to be a part of the solution.

**I Am Hope**

Jane is a 40-year-old woman who has been homeless for the past three years. She has a history of mental health issues and a history of substance abuse. She is currently living on the streets of San Francisco. She is looking for a place to live and a job. She is a hardworking woman who wants to get back on her feet. She is a good mother and a good friend. She is a woman who has a lot to offer. She is a woman who is ready to take on the world. She is a woman who is ready to make a difference. She is a woman who is ready to be a part of something big. She is a woman who is ready to be a part of the solution.

**I Am Joy**

Michelle is a 30-year-old woman who has been homeless for the past two years. She has a history of mental health issues and a history of substance abuse. She is currently living on the streets of New York City. She is looking for a place to live and a job. She is a hardworking woman who wants to get back on her feet. She is a good mother and a good friend. She is a woman who has a lot to offer. She is a woman who is ready to take on the world. She is a woman who is ready to make a difference. She is a woman who is ready to be a part of something big. She is a woman who is ready to be a part of the solution.

**I Am Faith**

Mike is a 25-year-old man who has been homeless for the past year. He has a history of mental health issues and a history of substance abuse. He is currently living on the streets of Chicago. He is looking for a place to live and a job. He is a hardworking man who wants to get back on his feet. He is a good father and a good friend. He is a man who has a lot to offer. He is a man who is ready to take on the world. He is a man who is ready to make a difference. He is a man who is ready to be a part of something big. He is a man who is ready to be a part of the solution.

# HOW DO YOU DREAM WHEN YOU'RE HOMELESS?




**I Am Waters** provides fresh water and inspiration to the homeless. Do you know how many families are homeless in America today? Visit us online to discover the startling answer and learn more about how you can help. Share the dream at [iamwaters.com](http://iamwaters.com)

**I AM WATERS FOUNDATION**  
[iamwaters.com](http://iamwaters.com)

**READ** Buy the book and participate in the dream.

**WATCH** See videos of homeless parents and their children.

**DONATE** No homeless person in America should suffer from lack of water.

# WHEN YOU ARE HOMELESS, HOPE IS EVERYTHING.



**Homeless. 13 years old.**

Did you know that one in seven Americans experience homelessness in their lifetime? And that they suffer daily without access to clean, safe drinking water? I Am Waters provides physical hydration while also delivering words of inspiration to this forgotten group of people. Donate, because we can make a difference. [iamwaters.com](http://iamwaters.com)

**I AM WATERS FOUNDATION**  
[iamwaters.com](http://iamwaters.com)

**READ** Buy the book and participate in the dream.

**WATCH** See videos of homeless parents and their children.

**DONATE** Help us deliver 600,000 bottles of physical and spiritual hydration in 2012.

# THIS HOLIDAY LOVE LIVE AND GIVE.



**Homeless. 90+ yrs.**

Did you know that one in every five homeless are veterans? And that they suffer daily without access to clean, safe drinking water? I Am Waters provides physical hydration while also delivering words of inspiration to this forgotten group of people. Donate, because we can make a difference. [iamwaters.com](http://iamwaters.com)

**I AM WATERS FOUNDATION**  
[iamwaters.com](http://iamwaters.com)

**READ** Buy the book and participate in the dream.

**WATCH** See videos of children who are homeless.

**DONATE** Help us deliver 600,000 bottles of physical and spiritual hydration in 2012.