

# Press Release: Pandemic Action Network Membership

Prepared Exclusively for Moraine  
July 29, 2021

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## Background

It was originally sparked by CleanSpace CEO Alex Birrell's interest in the subject. Based on ASG's subsequent research, membership became valuable because CleanSpace is in an ideal position to meet the rapidly increasing demand for PPE, and because CleanSpace has a separate supply chain from disposable masks (which are used by the general public and medical institutions), which allows for a reliable supply in the event of outbreaks or pandemic.

## Objective of Membership

- Position CleanSpace CEO as a thought leader and contributor to solutions to the COVID-19 pandemic before investor audiences; and
- Raise the profile of CleanSpace before U.S. and global policy audiences.

## About Pandemic Action Network (PAN)

PAN is very well-connected in global health advocacy. They are very talented at brokering agendas between the public and private sector that are mutually beneficial. PAN was founded by Gabrielle Fitzgerald, a former Director and longtime trusted advisor to the Bill & Melinda Gates Foundation. Ms. Fitzgerald is also very well-regarded in pandemic preparedness policy circles, as she launched Paul Allen's [\\$100 million fund](#) for Ebola recovery. PAN is also known for its campaign #MaskingForAFriend, which worked with an initial set of American influencers, including actors Annie Potts and Sophia Bush and former office holders Hillary Rodham Clinton and Arnold Schwarzenegger.

## Next Steps:

- Media contact to be a Japanese speaker with Alex's approval.
- Press release on the Moraine website (HALO intro page) with Moraine's approval.
- Press release to be distributed.
  1. ASG will send a press release directly to the press (Nikkei, Fuji TV, NTV) with whom we have connections.
  2. Press releases to the [Tokyo Metropolitan Government Press Club](#) and the [Motocho Press Club](#). Usually, press releases are sent directly to the press club after a phone call to let them know that we will be bringing them in. We will need to call to confirm the number of copies we need and the time we can bring the release.
    - a. The Tokyo Metropolitan Government Press Club is a press club located in the Tokyo Metropolitan Government Building and is in charge of small and medium-sized businesses, so many start-up businesses are covered via Tokyo

**Metropolitan Government Press Club.** 都庁記者クラブ : 〒163-8001 新宿区西新宿 2-8-1 都庁第 1 庁舎 6F、TEL : 03-5321-1111

- b. The Motocho Press Club is also located in Kanda-Iwamotocho, Chiyoda-ku, Tokyo. It has reporters from the media dealing with pharmaceuticals, medical care, pharmacies and drugs.本町記者会 : 〒101-0032 東京都 千代田区 岩本町 2-3-8-3F、TEL: 03-6231-0609