



Jack Johnson Becomes Ambassador To Make A Difference

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Jack Johnson has been named an ambassador for a fantastic campaign.

In 2004, [Jack Johnson](#) became the 50th member of [1% For The Planet](#). Jack's 2005 release of *In Between Dreams* became the first album to carry the 1% label and his 2005 world tour promoted the 1% For The Planet mission and brand and helped to bring worldwide attention to the organization.

Today 1% for the Planet is a global network of 1475 businesses that invest at least 1% of their sales in non-profit organizations focused on sustainability. This week they launched the 1% For the Planet Ambassador Program and Jack is honored to be one of the Ambassadors! The 1% Ambassadors are a diverse group of business-leaders, athletes, artists and activists who are integrating the 1% For The Planet message into their daily lives to help broaden awareness for this global movement. Designed to give people a powerful platform to make a difference, the 1% For The Planet Ambassador Program seeks to elevate awareness of sustainability issues while building bridges between corporate and non-profit leaders to keep earth in business.

The Ambassadors span all walks of life and many divergent professions, including [CEOs, media, artists, musicians and even race car drivers](#). They hold a common core-belief that businesses have the power and responsibility to create reliable prosperity for the planet by investing in sustainability projects with the non-profits partners in the 1% global network.

In addition to becoming one of the 1% For The Planet Ambassadors, Jack Johnson's *To The Sea World Tour* collaborated with over 150 hand-chosen community groups around the globe as part of Johnson's *All At Once Community*. As in 2008, Jack donated 100% of his *To The Sea* tour proceeds to charity.

Find out more [here](#).

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