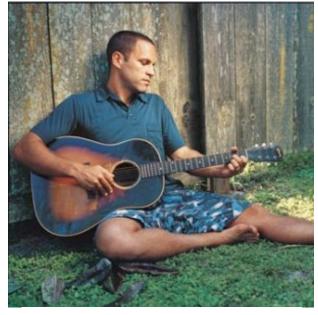


The Green Music Scene

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Throughout history, music has created movements to inspire generations to make a change. From Elvis' gyrating hips to Beatlemania to Nirvana's voice for an unrepresented generation, these artists bound together audiences from all walks of life and made us realize that what we listen to, in a sense, reflects what we believe.

Some bands are now taking this energy and putting it toward the environment. While artists such as Michael Jackson and Joni Mitchell composed songs that made a statement for the planet during their time, today's rock stars are taking it to another level. We're starting to hear more than just eco-friendly lyrics. We're in the midst of a musical change.



"Reuse, we've got to learn to reuse; And if the first two R's don't work out; And if you've got to make some trash, don't throw it out Recycle, we've got to learn to recycle." - lyrics from Jack Johnson's "The 3 R's" Photo: Rollingstone.com

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Artists are taking their environmental voice on stage and on tour as music festivals and concerts take on a shade of green. This trend has reached a broad spectrum of performers and festivals, and here are some of our favorites.

Artists Grabbing the Green Mic

Jack Johnson

While <u>Planet Green</u> calls him the "quintessential surfer dude gone rock," Jack Johnson is one of the more well known artists that is taking a major environmental stand.

In fact, Johnson started the <u>Kokua Hawaii Foundation</u> to support environmental education in the state by teaching kids about Hawaii's environment and what they can do to better it.

On his 2008 World Tour, Johnson's buses, coaches and generators were powered by biodiesel fuels and included recycling venues. Johnson also kept track of his total CO2 emissions from his tour as he strives to be 100 percent carbon neutral.

As a result, 4,172 metric tons of CO2 were offset from the tour – 65 percent through contributions to renewable energy and 35 percent from program that protect large tracts of oldgrowth jungles and forests.

Along with several other artists including Dave Matthews Band and the Red Hot Chili Peppers, Johnson works with <u>Reverb</u>, a company that helps musicians green up their tours. The artist also has a "<u>Greening</u>" section on his Web site to educate fans about environmentally friendly practices and overall human impact on the planet.

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