



# Jack Johnson: Billboard's 2010 Humanitarian Honoree

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For his many charitable humanitarian and pro-environment works, Jack Johnson is the recipient of Billboard's 2010 Humanitarian Award. The Humanitarian honor, which will be awarded to Johnson at Billboard's 7th Annual Touring Awards on Nov. 4 in New York, recognizes the philanthropic efforts of a touring professional. Receiving the award reflects Johnson's involvement in a wide range of environmentally conscious and other philanthropic efforts.

Jack Johnson, and his wife Kim, have spent the last seven years effecting change in their home state of Hawaii and worldwide through involvement in many social and environmental issues. Their Kokua Hawaii Foundation and Kokua

Festival support environmental education in Hawaii's schools and communities.

This year, Johnson has partnered with Brita's FilterForGood Campaign to proactively eliminate plastic water bottle waste from the world's landfills and oceans. In conjunction with Brita's efforts, each date of his 2010 To The Sea tour included free water refill stations that promoted the use of reusable containers.

Johnson's 2008 tour set a new precedent in the music industry by taking an eco-friendly approach to all aspects of production. In conjunction with that tour, Johnson launched the All At Once campaign and gave 100% of his tour profits to local non-profit partners through his newly established Johnson Ohana Charitable Foundation.

In 2010, Johnson's world tour in support of new album "To The Sea" continues to lead the way in sustainable touring efforts to reduce its environmental impact in significant ways. As in 2008, Johnson will once again donate 100% of his tour profits to charity.

The Johnson efforts also include creating and producing the Kokua Festival, which now in its sixth year. The Festival raises funds for the Kokua Hawaii Foundation programs and also serves as an international environmental education event that puts into practice some of the most sophisticated and advanced green practices in the live music industry. The Johnson Ohana Charitable Foundation has made over \$750,000 in donations to date ,and as part of the 2010 world tour, will offer direct and matching donations to All At Once partner non-profits.

"Jack Johnson's efforts toward promoting environmental awareness and sustainability clearly reflect a deep personal commitment," says Waddell. "When it comes to his career, Johnson never places profits over doing the right thing. Billboard is thrilled to recognize Jack Johnson's ongoing dedication to making this world a better place."

Johnson's recognition follows previous Humanitarian Award winners Kevin Lyman (2009), Jon Bon Jovi (2008), Kevin Wall (2007), Music Rising (2006), Dave Matthews (2005) and Clear Channel Entertainment (2004).

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