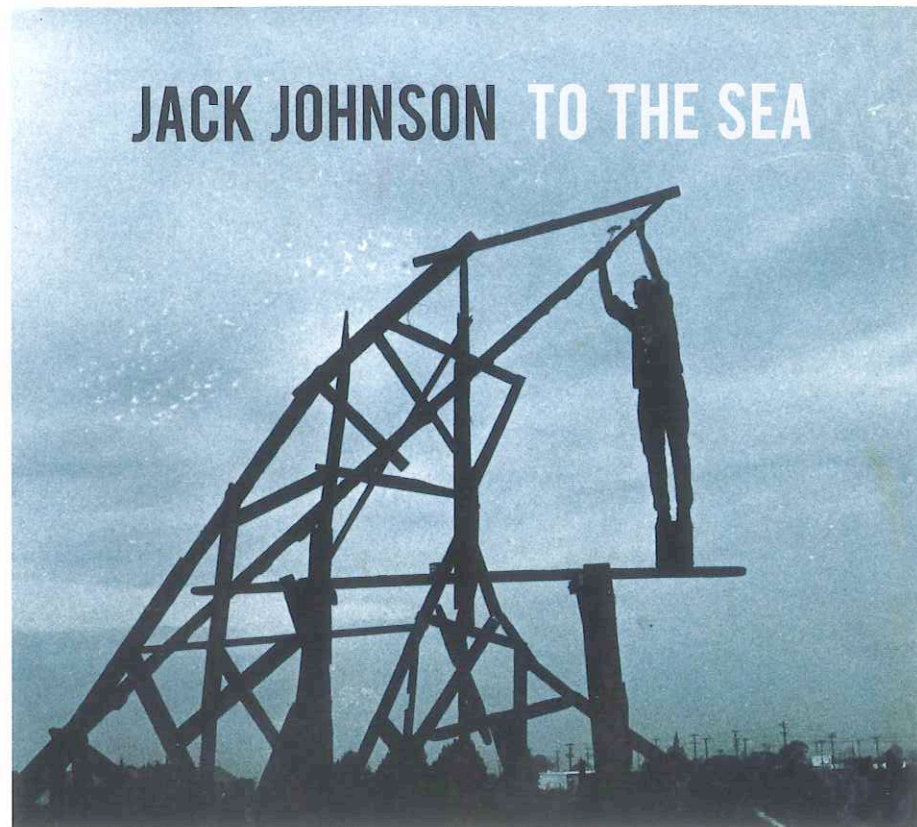


IT'S NOT EASY BEING GREEN

JACK JOHNSON PULLS STRINGS FOR A GREENER PLANET.



Jack Johnson may have retired from professional surfing, but today he's not only riding the environmental wave, leading the pack. Expanding on the many green components from his 2008 *Sleep Through The Static* tour, this year Johnson's *To The Sea* North American tour has again set the precedent for environmental improvement within the music industry. Johnson, now celebrating his fifth major album release, certainly doesn't just let his dreams be dreams — he reaches millions of fans everyday with his surf-rock tunes laced with messages of peace, love and humanitarian beliefs.

Along with his wife Kim, the Johnsons have effectively been promoting environmental change for the past seven years. Founded in 2003, their Kokua Hawaii non-profit organization supports green education throughout the school system in their home state of Hawaii, and has since expanded to include community events and take-action campaigns. To raise additional funds for the Kokua Hawaii Foundation, six years ago the Johnsons began producing the Kokua Festival. Striving for a zero-waste effect, this Hawaiian

festival is a carbon-neutral event that brings people together while championing environmental sustainability.

Well, you can take the singer/songwriter out of the islands, but you can't take the islands out of Jack Johnson. Having seen success with his homeland efforts, Johnson has since taken his eco optimism across all five oceans. Using 100 percent of his *Sleep Through The Static* tour profits, Johnson created the Johnson Ohana Charitable Foundation. The foundation, created to support "environmental, art and music education now and into the future," raised \$750,000 in donations before the *To The Sea* tour even began. At the end of the 34-date tour, Ohana will directly contribute funds and match all donations to the All At Once partners.

A strong believer that every person can make a difference, Johnson and his crew launched All At Once, a social action network aimed at providing individuals with an opportunity to give back to their community. In 2008, All At Once raised over \$900,000 for local non-profits while helping thousands obtain information, ideas and inspiration

to make a difference. During concerts, the All At Once participants are found in The Village Green — a place where fans can learn first hand about the non-profit partners, take environmental commitment photos and refill reusable water bottles from water stations. *To The Sea* will feature over 150 hand-selected groups focused in the areas of plastic waste reduction, sustainable agriculture, community and school gardens, climate change, water quality and environmental education.

As if that weren't enough to keep the green gossipers talking, the tour itself, sponsored by Brita's "Filter For Good" campaign, is taking the eco-friendly route.

As in 2008, the non-profit organization Reverb has teamed up with Johnson's production team to assemble a tour that leaves behind a smaller footprint. The initiative consists of fueling tour trucks with sustainable biodiesel, selling organic-made merchandise, giving concert-goers the incentive to use the All At Once ride share program and organizing on-site composting and recycling in each city.

The *To The Sea* record itself, infused with songs inspired by the musician's late father, has already had huge success on the charts. Recorded at Johnson's two solar powered studios, The Mango Tree and The Solar Powered Plastic Plant, *To The Sea* brings a bluesy, electric guitar-driven edge to his traditionally laid back sound. Of course, the album carries the 1% for the Planet label (an organization of which Johnson is a member, naturally) that donates one percent of all sales to an association of over 1,500 environmental groups. Released on Johnson's own Brushfire Records, distributed and manufactured by Universal, *To The Sea* was recorded using only green facilities with close monitoring of energy usage. Brushfire Records, a pinnacle part of Johnson's efforts to raise awareness amongst the head honchos of the music business, has persuaded Universal to use certified recycled paper for all Brushfire CD and film releases, create the first 100 percent recycled plastic casing and use only environmentally friendly "Eco-Pac" packaging.

Truly an icon in the music world, Jack Johnson has become not only a musician we listen to when we want to imagine ourselves with sand between our toes, but also a pioneer on the green frontier. With successful tours under his belt and more than a few hit albums, the easy-going Hawaiian has become a solid figure for other musicians to look up to. And he's right! We are just humans, "we're clever but we're clueless" — but we all can do something to strive towards a greener world. Get involved at JackJohnsonMusic.com

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