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NRDC Action Fund and HeadCount Give Away Best of Bonnaroo

Download Compilation to Drive Action on Climate Change

Pearl Jam, Dave Matthews Band, Phish, Jack Johnson

and many more provide tracks for free download

NEW YORK – Pearl Jam, Dave Matthews Band, Phish, Jack Johnson and other top artists are donating their music to encourage Americans to speak out on climate change. Organized by the Bonnaroo Music & Arts Festival, HeadCount and the NRDC Action Fund, this collaboration marks the first time free music has been used to prompt Americans to contact their elected officials.

Best of Bonnaroo, a compilation of 17 different live performances from the festival, is available for free at www.Musicforaction.org. Before downloading the music, visitors are asked to email their Senators, the President or their local newspapers about climate change. The music is free no matter what, but the artists hope all their fans join them in taking action on this issue.

"This generation has an opportunity to be remembered as one that confronted environmental challenges and took responsibility for the future," said Jack Johnson, whose song "Inaudible Melodies" can be heard on the compilation. "With that opportunity comes the responsibility to speak out."

The compilation also includes live tracks from **Wilco, Death Cab for Cutie, My Morning Jacket, O.A.R.** and **Ani DiFranco**, among others. In most cases these recordings have never before been released to the public, and were hand-picked by the musicians themselves. Other featured artists include: **The Decemberists, Guster, Gov't Mule, Raphael Saadiq, Bob Weir & RatDog, Phil Lesh & Friends, moe.** and **The Disco Biscuits,** whose bass player Marc

Brownstein is the co-chair of HeadCount. All of the featured tracks are original songs, with the exception of My Morning Jacket's performance of The Velvet Underground's "Oh! Sweet Nuthin'".

America is closer than ever to passing its first federal climate change-related legislation, but many hurdles remain. The House of Representatives approved an energy bill last June that would reduce emissions of heat-trapping gases and encourage the development of green jobs. President Barack Obama then told world leaders that the U.S. will reduce carbon emissions by 17 percent over the next 10 years (compared to 2005 levels). However, there has been little movement in the Senate, leaving one crucial step incomplete. Literally the whole planet is waiting to see what the U.S. will decide, as India and China are not likely to act without the U.S. doing the same.

With climate change legislation now at a critical juncture, several organizations teamed up to use the gift of music to inspire citizens into action. HeadCount – a nonpartisan civic engagement organization best known for registering voters at concerts – conceived the idea as a way to point new voters toward being informed and active citizens. The NRDC Action Fund – an advocacy group committed to passing legislation that jump-starts the clean energy economy and reduces pollution – stepped in with resources, research, strategic guidance and a base of 250,000 supporters.

"The musicians we work with are very passionate about this topic and have great power to drive change," said HeadCount's Executive Director Andy Bernstein. "Their music will serve as a soundtrack for action."

"Forging a clean energy future means healthier kids, a safer world, and more jobs," said Heather Taylor-Miesle, director of the NRDC Action Fund. "This is our moment to demand that Congress put us on the path to a clean energy future by beginning to address climate change. We are excited about the opportunity to work with musicians and new activists throughout the country to make it happen."

Others involved include the popular music-oriented website **JamBase.com**, which is actively promoting the campaign to its base of more than half a million users. Music publications **Paste**, **Relix,** and **Spin** are also providing marketing support. The nonprofit environmental groups **Oxfam America, the Energy Action Coalition, The Worldwatch Insitute, Grist.org and 350.org** are supporting the initiative as coalition partners, as is the music-oriented environmental organization **Reverb**, which will promote the campaign through its new **Green Music Group**. Reverb's founder Adam Gardner can be heard on the compilation performing with his band

Guster. "This is the exact sort of thing that Green Music Group was created to support, getting fans and musicians together around an environmental action," Gardner said.

"There have been so many incredible performances at Bonnaroo over the years," said Richard Goodstone, one of the founders and principals of Superfly Presents, the co-promoter of Bonnaroo. "We're very happy that we could work with our family of artists in this way and inspire people to be active citizens. Climate change is the single biggest challenge our planet has ever faced and we all need to pitch in and be part of the solution."

"The decisions made today will affect you and your children for many years to come," said former Grateful Dead guitarist Bob Weir, a member of HeadCount's board of directors who can be heard on the compilation with has band RatDog. "Whether it's voting in an election or speaking out about issues like climate change, it's critical that we all make enough noise so that politicians have no choice but to listen."

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About Bonnaroo:

Bonnaroo was conceived in 2002 and continues to make a strong impact on the American music industry. It has served as a launching pad for such popular artists as Norah Jones, Jack Johnson, Robert Randolph, My Morning Jacket, Ray Lamontagne, Matisyahu, and many others. A creative and cultural mega-success, Bonnaroo has also featured a staggeringly diverse range of world-class acts such as Bob Dylan, Bruce Srpingsteen and the E Street Band, Metallica, Neil Young, Radiohead, Willie Nelson, The Police, Pearl Jam, Tom Petty, Tool, Wilco, Nine Inch Nails, Merle Haggard, The Dave Matthews Band, James Brown, The White Stripes, The Dead, Regina Spektor, Bon Iver, Snoop Dogg, David Byrne, Widespread Panic, Death Cab For Cutie, Al Green, Elvis Costello, Amadou and Mariam, Beck, Against Me!, The Black Crowes, Alison Krauss, Bright Eyes, Bonnie Raitt, Steve Earle, Jurassic 5, Modest Mouse, The Mars Volta, Common, Burning Spear, the Flaming Lips, among so many others.

About NRDC Action Fund:

The NRDC Action Fund's mission is to achieve the passage of legislation that jump-starts the clean energy economy, reduces pollution, and sustains vibrant communities for all Americans. Now is the time for leadership and action from our elected officials — our current goal is a comprehensive clean energy policy that will repower our economy and fuel our future. To that

end: ensure that candidates for office are informed about and discussing our priority issues; work to educate and mobilize voters through a range of tools including the social web; cultivate and nurture strategic political partnerships that endure.

About HeadCount:

HeadCount is a 501(c)3 nonpartisan, nonprofit organization dedicated to registering voters and inspiring participation in democracy through the power of music. Since its inception in 2004, the organization has registered over 150,000 voters. It is now taking a step forward, motivating members of the music community to be involved, active citizens. HeadCount's Board of Directors includes Bob Weir of the Grateful Dead, other well known musicians, and the very top managers, promoters and media publishers in the live music industry. More information can be found at www.HeadCount.org.

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