

## **SURFRIDER FOUNDATION PARTNERS WITH JACK JOHNSON FOR 2008 WORLD TOUR**

### **Activists to Host Educational Booth at all Concerts Around Australia and New Zealand**

**Coolangatta, QLD (27 March, 2008)** – Throughout the month of March, Surfrider Foundation has had a booth at every stop of the Australia/New Zealand leg of Jack Johnson's World Tour, in support of Johnson's worldwide #1 record, *Sleep Through the Static*, as part of each concert's interactive Village Green. Surfrider Foundation partnered with Johnson to kick off Surfrider Foundation's new *Rise Above Plastics* campaign and promoting the need to reduce the use of plastics and protect and preserve the world's oceans. In addition, Surfrider Foundation Australia will be asked concert-goers to sign a pledge demanding an end to the "pulp fiction" surrounding the Tasmanian pulp mill controversy.

Surfrider Foundation is a hand-chosen partner of the Jack Johnson tour and *All At Once* campaign, a social action network providing information, tools and motivation to empower individuals to become active in their local and world community. *All At Once* brings together non-profit organizations and fans to create change with their actions, their voices, and their choices. Jack has provided Surfrider Foundation with a tremendous opportunity to interact with the local community, including the other fantastic 'All at Once Village Green' not-for-profit organisations. Concert goers were encouraged to visit the environmental not-for-profits via the provision of passports which, when stamped by the 'Village Green' volunteers, allowed for improved stage proximity and other incentives.

For its *Rise Above Plastics* campaign, Surfrider Foundation seeks to raise awareness with the public on the dangers that plastic pollution poses to our marine environments, and what people can do to reduce their plastic footprint.

"In some areas of the ocean, plastics now outnumber suspended plankton 6 to 1," says Surfrider Foundation Australia's Chair, Chris Tola.

Australians can make three simple changes in their everyday lives to reduce the amount of plastics reaching the ocean:

- 1) Bringing your own reusable bag for purchases: Each high quality reusable shopping bag you use has the potential to eliminate hundreds, if not thousands, of plastic bags over its lifetime. Fans attending Jack Johnson's concerts have the opportunity to purchase reusable tote bags at the venues' merchandise booths.
- 2) Using reusable drink and food containers: Single-use plastic containers are the number one contributor to plastic litter the world over. Make an effort to use containers that can be washed and used repeatedly. Fans attending Jack Johnson's concerts are encouraged to bring their own reusable water bottle to refill at the venues' free water stations. An exclusive Jack Johnson Surfrider Rise Above Plastic SIGG water bottle was designed by surf artist/filmmaker Thomas Campbell and is available for sale at all Jack's shows.
- 3) Selecting products packaged in recycled and/or biodegradable materials: Most plastic items are 99% recyclable and can be used to create all kinds of new products. If you do use a plastic item, rinse it off and deposit it in an approved recycling collection bin. There will be several recycling stations located throughout the Jack Johnson concert venues.

In Queensland, the Bring Back Kirra campaign took centre stage. At the Brisbane show, a Bring Back Kirra documentary promo was shown on the big screen in front of a 10 000 strong crowd. Visitors to the Surfrider stand displayed a keen awareness of the Kirra predicament.



*Jack, with Surfrider volunteers and sporting a 'Bring Back Kirra' shirt during sound check.*

Jack Johnson, also an experienced surfer, admitted to having surfed Kirra back when it broke well. He showed genuine interest and awareness of environmental issues as he mingled among the 'Village Green' community before the main gates opened.

In another sign of respect, Indigenous welcomes were included at each tour stop. Visit the 'All at Once Community' on the Jack Johnson web site for free downloads and other ways to get involved.

[www.jackjohnsonmusic.com/allatonce/](http://www.jackjohnsonmusic.com/allatonce/)

For more information on marine plastics and how you can help, please go to [www.surfrider.org.au](http://www.surfrider.org.au).

**About Surfrider Foundation**

Surfrider Foundation is a not-for-profit grassroots organisation dedicated to the protection and enjoyment of our world's oceans, waves and beaches. Founded in 1984 by a handful of visionary surfers in Malibu, California, the Surfrider Foundation now maintains over 50,000 members and 80 chapters worldwide. For more information on the Surfrider Foundation go to [www.surfrider.org.au](http://www.surfrider.org.au)

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