

Allman Bros. & Panic to recycle mobile phones with RtE

Rock the Earth has partnered with the Allman Brothers Band and Widespread Panic in calling on all attendees of the bands' co-headlining North American tour, to bring their old unwanted mobile phones to the RtE booth for collection and a chance at winning some great prizes. "We are very happy to align with Rock the Earth in this effort to provide an outlet to help keep mobile phones out of landfills, said Allman Brothers Band guitarist Derek Trucks. "Just like everyone else, we've been looking for the right place to recycle our old cellphones. In fact, I plan on bringing my five old phones to the Rock the Earth booth and we want to encourage everyone else to do the same".

Did you know that one (1) mobile phone contains enough toxic material and heavy metals to contaminate 40,000 gallons of drinking water? Consider this - one (1) billion new mobile phones were issued in the US last year, yet less than 1% were recycled.

In partnership with Musictoday, Collective Good and Gibson, all attendees who bring a phone to the Rock the Earth booth for redemption will receive a 20% off a future Musictoday purchase, and be entered into a nightly drawing for an Instant Live soundboard recording of that night's Allman Bros. performance; and the tour prize of a Gibson guitar; Plus gain entry into the national Rock the Earth mobile phone recycling contest with a Grand Prize of a "Party Like A Rock Star" experience – Winner plus 12 friends wins use of the Gibson Tour Bus for a one night concert excursion.

For those people looking to recycle an old phone but who are unable to attend any of these shows, they can still do so by simply going to: www.collectivegood.com/rocktheearth to utilize the online entry form and free shipping. All participants will receive the 20% off Musictoday discount and gain entry into the Grand Prize sweepstakes drawing. So, what are you waiting for? The more phones recycled - the less toxic chemicals threatening America's most precious natural resource – our drinking water supply!! And, the greater your chances of winning!

August

18 - Saratoga Performing Arts Center (Saratoga, NY) with Doobie Brothers

19 - PNC Arts Center (Holmdel, NJ) with Doobie Brothers

21 - Susquehanna Bank Center (Camden, NJ)

22 - CMAC - Performing Arts Center (Canandaigua, NY)

24 - Meadowbrook U.S. Cellular Pavilion (Gilford, NH)

26 - Bethel Woods Center for the Arts (Bethel, NY)

27 - Jones Beach Theater (Wantagh, NY)

29 - Comcast Center (Mansfield, MA)

30 – Meadows Music Theatre (Hartford, CT)

September

1 - Charter One Pavilion (Chicago, IL)

2 - Charter One Pavilion (Chicago, IL)

5 – Red Rocks Amphitheatre (Morrison, CO) with Railroad Earth

October dates - to be determined