

Rockin' the Boat

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FOR IMMEDIATE RELEASE:

ROCK THE EARTH AND FRIENDS OF THE EARTH CALL UPON THE CRUISE INDUSTRY TO "SHAPE UP OR SHIP OUT"- AFTER RECENT "STATE OF THE OCEAN" REPORT PUBLISHED

MUSIC INDUSTRY SUSTAINABILITY EXPERTS REVERB ALSO JOINS IN EFFORTS

(Denver, CO; October 19, 2011) Upon a recent report by some of the world's noted ocean scientists, Rock the Earth has joined the internationally-respected environmental advocacy organization, Friends of the Earth, and issued a call for action that continues to push the cruise industry to clean up its act. This month, letters, co-authored by both organizations, were sent out specifically targeting music promoters, and artists who frequently perform on music themed cruises.

"It is with growing concern that Rock the Earth continues to watch the rapid deterioration of our oceans," said Marc Ross, Founder and Executive Director. "We wanted to make sure the music industry was aware of how seriously damaging cruises are on the environment and offer our assistance in leveraging their partnerships for good. It is our hope that with continued education and assistance, artists and producers will serve as agents of change, leaving not only a positive musical and artistic impact, but also one that treads lighter on the planet."

One of the primary sources of pollution of our oceans is, without a doubt, cruise ships. Untreated discharges (such as human waste, oil and greywater) impact water quality and aquatic life, and uncontrolled emissions impact not only coastal communities, but also global climate change.

"Cruise lines have the power to clean up their acts," said Marcie Keever, Oceans and Vessels Project Director at Friends of the Earth. "We are proud to be part of this group effort with Rock the Earth to push the message into the hearts of artists who already can be a big influence as celebrities. We believe their voices and commitment to the environment will tell the cruise industry that now is the time to clean up their act and make environmentally sound decisions -- not later."

The recent report by State of the Ocean concluded that:

- The speed and rate of deterioration of the ocean is far faster than most scientists have predicted.
- Many of the identified negative impacts to oceanic ecosystems have proven to be greater than the worst predictions that have been made.
- The world's ocean is at high risk of entering a phase of extinction of marine species unprecedented in human history.
- The combination of stressors on the ocean is creating conditions associated with every previous major extinction in Earth's history.
- Although difficult to assess because of the current unprecedented speed of change, the first steps of globally significant extinction may have begun, indicated by a rise in extinction threats to marine species such as reef-forming corals.

Over 250 promoters and artists of all genres of music received the Rock the Earth/Friends of the Earth letter, in which the environmental impacts associated with cruise ships were highlighted, and the organizations offered tips and draft letters that artists and promoters could utilize to persuade cruise lines to utilize more sustainable practices. Further, the organizations have offered to work on behalf of any artists or promoters who request assistance.

The letter was sent to artists and promoters associated with the following music cruises:

American Music Cruise 2012

Bluegrass Cruise

Cayamo

2nd Annual Danny Gokey
Cruise

Holy Ship

Irish Music Cruise

Jamcruise

K-Love Friends &
Family Music Cruise

Legendary Rhythm and Blues
Cruise

Malt Shop Memories Cruise

Monsters of Rock Cruise

Music Boat Cruise

Rombello

The Jazz Cruise

The Kiss Cruise

The Rock Boat

The Smooth Jazz Cruise

The Weezer Cruise

Also supporting the efforts were Rock the Earth's friends and frequent partners, Reverb, who have sent the letter to nearly two dozen additional artists, and artists' managers with whom they have worked.

"We totally support this call for action," said Adam Gardner of Reverb. "After participating in a number of rock cruises in an effort to make them more sustainable, it's clear we need to up the ante in pressuring the cruise industry to make real change."

To view a copy of the letter, [GO HERE](#)

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ABOUT ROCK THE EARTH: Rock the Earth is a national public interest, not-for-profit environmental advocacy organization dedicated to protecting and defending America's natural resources. We act as advocates to ensure the existence of a sustainable and healthy environment for all and represent those individuals and communities whose environment whose natural surroundings are directly and adversely affected by others. Thanks to generosity and support of a network of music industry partners and the world wide environmental

community, we are able to carry out grassroots organizing, education, and legal action to mobilize public support and empower social change.

ABOUT FRIENDS OF THE EARTH: Friends of the Earth fights to defend the environment and create a more healthy and just world. Our campaigns focus on promoting clean energy and solutions to climate change, keeping toxic and risky technologies out of the food we eat and products we use, and protecting marine ecosystems and the people who live and work near them.

ABOUT REVERB: Based in Portland, Maine, Reverb is a 501(c)(3) non-profit organization that was founded in 2004 by environmentalist Lauren Sullivan and her musician husband, Adam Gardner of Guster. Reverb provides comprehensive, custom greening programs for music tours while conducting grassroots outreach and education with fans around the globe.

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For more information or background about our work on this important issue, please see the [Rock the Earth Cruise Ships project page](#).