

## RtE to Play Key Eco-Role at Bonnaroo

For the eighth year in a row, Rock the Earth is activating audiences at Bonnaroo through artist performances and interviews on the Solar Stage, the presentation of documentary films at "Green Screens", and by leading the festival's mobile phone recycling drive.

DENVER, CO--(Marketwire - Jun 1, 2012) - Rock the Earth, a national not-for-profit environmental organization that partners with the music industry, announced today, for the eighth year in a row, its participation in the largest music festival in the United States -- the 11th Annual Bonnaroo Music and Arts Festival in Manchester, Tenn., June 7-10.

Rock the Earth will hold a series of artist interviews and performances live on Bonnaroo's Planet Roo Solar Stage, as well as present a series of environmental films at the festival. To coincide with its environmental programming, together Rock the Earth and Bonnaroo are conducting a cell phone recycling campaign that will reward those participants who recycle their old and unused mobile phones with free goodies and entry into the daily drawing for prizes.

Moderated by Rock the Earth's founder and Executive Director, Marc Ross, the theme of this year's performances and discussions on the Planet Roo Solar Stage will be "Social Change Through Music." Attendees will learn what inspires musicians to be activists, and it will explore the synergies between the artists that create music and music's interconnectedness to the environment and world.

The "Social Change Through Music" interviews and performance participants include: Chad Stokes (Dispatch; State Radio); Ivan Neville, Dennis Casey & Bob Schmidt (Flogging Molly); SOJA; ALO; Blind Pilot; Infamous Stringdusters; Katie Herzig; Rubblebucket; Hey Rosetta!; Honey Island Swamp Band; Stooges Brass Band; Red Baraat; The Deep Dark Woods; Bhakti; Charles Hambleton (The Big Fix); Ayn Pivonka (Gulf Restoration Network); Matt Wilhelm (Calling All Crows); and several more to be announced.

In addition, Rock the Earth will again host "Green Screens Presented by Rock the Earth," an award-winning environmental film series that will take place in the Cinema Tent, featuring Q&As moderated by Deb Shufelt. The following films will be featured:

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Sundance Winner "Chasing Ice" introduced by Director/Producer Jeff Orlowski who will also lead a post-film Q&A;

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"The Big Fix" introduced by Ivan Neville, with a post-film Q&A with Producer Charles Hambleton and Ayn Pivonka of Gulf Restoration Network;

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"The Island President"  
introduced by Bob Ferguson of Oxfam and the film's soundtrack features  
Radiohead who will be performing at the festival;

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"Last Call at the Oasis"  
introduced by a special guest, with a post-film Q&A with Lindsay Guetschow  
of the film's distribution company, Participant Media, and David Whiteside of  
the Tennessee Riverkeeper;

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"#ReGENERATION" introduced by special guests, with  
a post-film Q&A with Film Director Phillip Montgomery and Producer Matt  
DeRoss;

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"Approaching Zero:  
Bonnaroo's Evolving Sustainability Program" a short film by Ashley Hillis.

For a  
complete music schedule and Cinema Tent line up, please visit Bonnaroo's home page and Bonnaroo Cinema  
2012.

Mobile Phone Recycling Campaign, Win a Pair of 2013  
Bonnaroo Tickets

Now in its fourth year, the Rock the Earth's 2012 mobile cell phone  
recycling campaign kicked off on Memorial Day weekend at Summer Camp in  
Chillicothe, Ill., Del Fest in Cumberland, Md., and MeadowGrass in Colorado  
Springs, Colo., and will continue over the next two weekends at Mountain Jam in Hunter,  
NY, Wakarusa in Ozark, Ark., and Bonnaroo.

If you are not  
attending these festivals, All Good, Floyd Fest and High Sierra will also be hosting Rock the  
Earth phone drives this summer. Everyone who participates receives free  
goodies, such as a 20 percent discount from the LiveNation Store (not good on  
concert tickets) and other items courtesy of Rock the Earth and the festivals.

In  
addition, each phone redeemed is worth one entry in a daily drawing for  
fantastic prizes, such as CDs, DVDs, t-shirts, free music downloads from Live  
Downloads , 2013 festival passes and more. You may also recycle your  
old cell phones online with Rock the Earth at [www.rtephonedrive.com](http://www.rtephonedrive.com).

Tweet These

Looking forward to @RocktheEarth @Bonnaroo film series @chasingice  
@The\_Big\_Fix @IslandPresident @LastCallOasis @ashleyhillis @regenmovement

Planet

Roo Solar Stage hosted by @RocktheEarth Marc Ross to include @dispatch  
@\_floggingmolly @callingallcrows & more here.

Bring unused cell

phones to the education-outreach tent @Bonnaroo, support @RocktheEarth  
recycling effort, free prizes <http://www.rtephonedrive.com/>