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LIVE EARTH

THE CONCERTS FOR A CLIMATE IN CRISIS

ABOUT LIVE EARTH

About Live Earth

Live Earth is a 24-hour, 7-continent series of 9 concerts taking place on 7/7/07 that will bring together more than 100 music artists and 2 billion people to inspire a global movement to "Answer the Call" and combat the climate crisis.

Live Earth will reach this worldwide audience through an unprecedented global media architecture covering all media platforms – TV, radio, web and wireless channels. Live Earth will be the first-ever global event to be broadcast completely in High Definition (HD).

Live Earth will provide over 100 simple actions and tools that, if applied on a mass scale, will have a massive impact on combating the climate crisis. More importantly, Live Earth marks the beginning of a multi-year campaign led by the Alliance for Climate Protection and other international NGOs to drive individuals, corporations and governments to take action to solve global warming. Former U.S. Vice President Al Gore is the Chair of the Alliance for Climate Protection and Partner of Live Earth.

Live Earth was founded by Kevin Wall, the Worldwide Executive Producer of Live 8, an event that brought together one of the largest audiences in history to combat poverty. Wall formed a partnership with Al Gore and the Alliance to ensure that Live Earth inspires behavioral changes long after 7/7/07.

Live Earth will stage concerts at Giants Stadium in New York; Wembley Stadium in London; Aussie Stadium in Sydney; Copacabana Beach in Rio de Janeiro; Maropeng at the Cradle of Humankind in Johannesburg; Makuhari Messe in Tokyo; the Steps of the Oriental Pearl Tower in Shanghai; HSH Nordbank Arena in Hamburg; and Inonu Stadium in Istanbul.

With support from the U.S. Green Building Council, creators of the LEED Green Building Rating System, Live Earth will implement new Green Event Guidelines. These green guidelines address the major areas of impact of live events, including recycling and composting, food and beverages, packaging, transportation, energy, water usage, and the event site itself. From power generation at the concerts to garbage generated by concert goers, Live Earth will seek to “design out” waste and become the model for live entertainment events in the future.

Official Live Earth concerts will be broadcast to a live worldwide audience by MSN at www.LiveEarth.MSN.com.

Live Earth is a project of the SOS campaign, which is using a sweeping multimedia platform – films, television, radio, Internet, books, wireless and others – to move people to Answer the Call and combat the climate crisis.

For more information about Live Earth and the SOS campaign, visit www.LiveEarth.MSN.com or www.LiveEarth.org.

Announced Artists

As of May 30, 2007

LIVE EARTH NEW YORK

AFI
AKON
ALICIA KEYS
BON JOVI
DAVE MATTHEWS BAND
FALL OUT BOY
JOHN MAYER
KANYE WEST
KELLY CLARKSON
KT TUNSTALL
LUDACRIS
MELISSA ETHERIDGE
ROGER WATERS
SHERYL CROW
SMASHING PUMPKINS
THE POLICE

LIVE EARTH LONDON

BEASTIE BOYS
BLACK EYED PEAS
BLOC PARTY
CORINNE BAILEY RAE
DAMIEN RICE
DAVID GRAY
DURAN DURAN
FOO FIGHTERS
GENESIS
JAMES BLUNT
JOHN LEGEND
KEANE
MADONNA
PAOLO NUTINI
RAZORLIGHT
RED HOT CHILI PEPPERS
SNOW PATROL
SPINAL TAP

LIVE EARTH SYDNEY

CROWDED HOUSE
JACK JOHNSON

WOLFMOTHER
JOHN BUTLER TRIO
MISSY HIGGINS
ESKIMO JOE
SNEAKY SOUND SYSTEM
PAUL KELLY
GHOSTWRITERS
TONI COLLETTE & THE FINISH
BLUE KING BROWN

LIVE EARTH HAMBURG

CHRIS CORNELL
JAN DELAY
JULI
KATIE MELUA
LOTTO KING KARL
MANÁ
MICHAEL MITTERMEIER
REAMONN
ROGER CICERO
SASHA
SILBERMOND
SNOOP DOGG

LIVE EARTH KYOTO

AI
AI OTSUKA
AYAKA
COCCO
GENKI ROCKETS
KUMI KODA
LINKIN PARK
RIHANNA
RIZE

LIVE EARTH KYOTO (Special Broadcast Event)

MICHAEL NYMAN
RIP SLYME
YELLOW MAGIC ORCHESTRA

Announced Partners

OFFICIAL ONLINE PARTNER

MSN

OFFICIAL PARTNERS

smart

Stonyfield Farm (U.S.) and Stony (U.K.)

Pepsi

Philips

CAMPAIGN PARTNERS

The Alliance for Climate Protection

The Climate Group

Control Room

INTERNATIONAL NGO PARTNERS

Mayors Groups

Mayors for Peace

I.C.L.E.I – Local Governments for Sustainability

South Africa

Climate Action Partnership

United Nations Development Programme (UNDP)

WWF South Africa

Australia

Climate Action Network of Australia

WWF Australia

Australian Conservation Foundation

Wilderness Society of Australia

The Climate Group Australia

The Climate Institute

China

United Nations Development Programme (UNDP)

WWF China

The Climate Group China

Brazil

United Nations Development Programme (UNDP)

WWF Brazil

Fórum Brasileiro de ONGs e Movimentos Sociais

Friends of the Earth Brazilian Amazonia

Japan

WWF Japan

Educational

IGLO – International Action on Global Warming



LIVE EARTH

THE CONCERTS FOR A CLIMATE IN CRISIS

GREEN EVENT GUIDELINES

Green Event Guidelines

With support from the U.S. Green Building Council, creators of the LEED Green Building Rating System, Live Earth will implement new Green Event Guidelines. Learning from LEED, the green event guidelines holistically address the key areas of impact of a large live event - including recycling and composting, food and beverages, packaging, transportation, energy, water usage, and the event site itself. The guidelines also place special emphasis on measurable improvements.

John Picard, the award-winning sustainability expert and former member of President Clinton's Green White House task force, is leading the Live Earth team of sustainability experts. By embedding a team of world-class sustainability experts within the production staff, waste streams will be designed out prior to its negative environmental impact. From power generation at the concerts to garbage generated by concert goers, Live Earth will bestow an eco-friendly legacy on the live entertainment industry.

Among the steps being taken are:

- All electricity that powers the shows will be from renewable sources, either through utility supplied renewable energy, biodiesel generators, or renewable energy credits.
- Concessionaires will be encouraged to use and directed to suppliers of agricultural/ biodegradable plastics (i.e. made from corn). Also, concessionaire waste will be minimized through a comprehensive recycling and reuse system organized at the venue.
- Venue offices, walkways, etc will be optimized to use as little electricity as possible.
- The entire production design will follow sustainable light design principles. Production lighting will include the use of LED light bulbs, signage will be produced from recycled or agricultural materials, and some tickets will be integrated with public transportation access and green messaging.
- Live Earth staff and artist air travel will be offset through carbon credits.
- Ground travel will be hybrid or high-efficiency vehicles, where possible.

"The green event guidelines are a starting point," commented John Rego, Live Earth's Environmental Advisor. "They give us roadmap to focus our efforts, goals by which to grade ourselves, and a way to track improvements over time."

Rego continued: "The guidelines are breaking new ground for the live event industry, so it's going to be a learning process us all. Beyond improving our actual environmental footprint, I expect our greatest contribution will be educating the thousands of people who are involved in an event of this scale on how to do better - knowledge that we're confident they'll take to their next event."



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LIVE EARTH

THE CONCERTS FOR A CLIMATE IN CRISIS

RECENT PRESS RELEASES

LIVE EARTH JAPAN REVEALED

Special Kyoto Broadcast Event, Artist Lineups and Ticketing Information Announced Today

*Tokyo Concert and Kyoto Event Part of the 24-Hour, 7-Continent Concert Series to
Combat Global Warming Expected to Reach Over 2 Billion People on 7/7/07*

Tickets Go On Sale Saturday, June 9

TOKYO (May 29, 2007) – Live Earth Founder and Producer Kevin Wall joined with Tatsu Kitagawa, the principal of the Live Earth Japan office, at a press conference today to announce the artist lineup and ticketing information for Live Earth Japan. Wall announced that Japan is the only country hosting two events as part of the 24-hour, 7-continent Live Earth concert series to combat global warming. Makuhari Messe in Tokyo will host a daylong official Live Earth concert. A special broadcast event will be held at the To-ji Buddhist Temple in Kyoto later in the day.

Live Earth will begin in Sydney, Australia on July 7, 2007 and continue across all 7 continents with official concerts in Tokyo, Japan; Shanghai, China; Johannesburg, South Africa; London, United Kingdom; Hamburg, Germany; Istanbul, Turkey; and Rio de Janeiro, Brazil, before concluding in New York, United States.

Live Earth Tokyo will feature the following acts live on stage:

AI

Ai Otsuka

Ayaka

Cocco

Genki Rockets

Kumi Koda

Linkin Park

Rihanna

Rize

And others to be announced at a later date.

The special Kyoto broadcast event will feature the following acts live on stage:

Michael Nyman

Rip Slyme

Yellow Magic Orchestra

And others to be announced at a later date.

Tickets for Live Earth Tokyo at Makuhari Messe go on sale **June 9**. Additional information is available at TELEDOME, a 24-hour telephone information service that provides information on the event and how to purchase tickets - 0180-993-717. Live Earth Tokyo tickets are JY10,000 and can be purchased in the following ways:

- * PIA - order via mobile at 0570-02-9535
- * Lawson - order via mobile 0570-084-637 (*L code is not required)
- * CN Playguide – 0570-08-9922
- * Ticket Navi - order via www.ticket-navi.ne.jp and pickup at any convenience store (Lawson, FamilyMart, 7-11, Sunkus, etc.)
- * eplus - order via eee.eplus.co.jp

Ticket prices for the special music event in Kyoto is: SS/JPY15, 000, S/JPY9, 000, A (standing) /JPY7, 000. Kyoto tickets are available exclusively via eplus internet access – eee.eplus.co.jp. The information service of the Kyoto event is: 0570-06-9985 (from 30th May).

Event organizers encourage all ticket buyers to use public transportation to get to the venue.

Live Earth was founded by Kevin Wall, who served as Worldwide Executive Producer of the Live 8 concert series in 2005. Live Earth will bring together more than 100 of the world's top music acts to inspire an audience of over two billion people to trigger a mass movement to combat global warming. Live Earth seeks to inspire its global audience to make meaningful and lasting changes in their lives and spur action by corporations and governments to turn the tide on global warming.

“Live Earth is about engaging an unprecedented audience with solutions to the climate crisis, said Wall. “This blockbuster lineup of chart-topping Japanese and international music acts will help Live Earth reach its goal by attracting a huge audience in Japan, Asia and the rest of the world.”

Live Earth marks the beginning of a multi-year campaign led by the Alliance for Climate Protection and other international non-governmental organizations to move individuals, corporations and governments to take action to solve global warming. Former Vice President of the United States Al Gore is the Chair of the Alliance for Climate Protection and a Partner of Live Earth.

"Live Earth is taking place across all seven continents because the climate crisis affects us all – and all of us must be a part of the solution," Gore said. "Live Earth will engage individuals, corporations and governments to take action against the climate crisis."

Exclusive online media partner MSN is helping Live Earth reach people in every corner of the globe. Live Earth Tokyo will be streamed live on 7/7/07 at LiveEarth.jp.msn.com. MSN's 39 localized web portals worldwide attract 465 million monthly users.

Live Earth Japan will be broadcast on NHK and Fuji Television Broadcast Company, and to more than 100 countries worldwide as part of the global television feed.

The Live Earth production team will implement new “green event” guidelines that will address the major areas of impact of live events, including recycling, food and beverages, packaging, transportation, energy, water usage, and the event site itself. From power generation at the concerts to garbage generated by concert goers, Live Earth will seek to “design out” waste and become the model for future live events.

smart has joined Live Earth as an Official Partner. Its motto “Open your mind” summarizes smart’s approach to building cars, and it’s this thinking that has resulted in arguably the most ecologically-sound and environmentally-relevant car of our time: the smart fortwo.

Royal Philips Electronics of the Netherlands (NYSE:PHG, AEX:PHI) is a global leader in healthcare, lifestyle and technology, delivering products, services and solutions through the brand promise of "sense and simplicity". Philips, as the world’s leading lighting supplier, joins Live Earth as Global Lighting Partner. Philips has put environmental product improvement at the heart of its business with its EcoDesign program since 1994 and is increasing its green product range year-by-year. The company was the first to introduce the energy saving light bulb back in 1980 and is already campaigning together with the lighting industry, NGOs, energy suppliers, governments and retailers to switch to energy saving lighting in streets, offices, buildings and homes, as soon as possible.

Live Earth is being produced globally by Control Room, of which Kevin Wall is the CEO. Control Room has produced and distributed more than 60 concerts since its founding in 2005 featuring Beyoncé, Madonna, Green Day and the Rolling Stones, among others.

For more information, visit www.liveearth.msn.com and www.liveearth.org.

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LINKIN PARK HEADLINES LIVE EARTH TOKYO

The 24-Hour, 7-Continent Concert Series to Combat Global Warming Expected to Reach Over 2 Billion People on 7/7/07

LOS ANGELES (May 24, 2007) – Grammy Award-winning band Linkin Park will headline the Tokyo leg of the 24-hour, 7-continent Live Earth concert series on July 7, 2007, organizers announced today. The full artist lineup and ticketing information for Live Earth Tokyo, which is being staged at Makuhari Messe, will be announced on May 29.

Released last week, Linkin Park's latest album, *Minutes to Midnight* is currently number one on the Billboard 200 with the biggest sales debut of 2007. *Minutes to Midnight* follows the band's 2003 album *Meteora*, which also topped the Billboard charts and sold over 11 million copies worldwide. Linkin Park debuted in 2000 with *Hybrid Theory*, an album that sold 24 million copies worldwide and catapulted the band to international stardom.

Dedicated to inspiring action in the face of the climate crisis and providing aid to victims of natural disasters, in 2005 Linkin Park founded MUSIC FOR RELIEF. Initially established to aid the victims of the tsunami in South Asia, the organization now aims to mobilize the music community and music fans to help with various causes around the world, primarily disaster response and a proactive campaign to weaken and decelerate future natural disasters by raising awareness about the environmental consequences of climate change and our responsibility to reduce greenhouse gasses and develop alternate, renewable forms of energy.

"Climate crisis awareness could be one of the defining issues of our generation, and we're proud to play this show in support of that effort," said Mike Shinoda, Linkin Park band member.

Linkin Park joins other headliners such as Madonna, Bon Jovi, The Police, Sheryl Crow, Kelly Clarkson, Red Hot Chili Peppers, Kanye West, Melissa Etheridge, Beastie Boys, Smashing Pumpkins, John Mayer, Faith Hill, Black Eyed Peas, Foo Fighters, Fall Out Boy, Duran Duran, and many more, in playing Live Earth.

Live Earth was founded by Kevin Wall, the Emmy award-winning producer of Live 8, to bring together more than 100 of the world's top music acts to engage an audience of over two billion people with solutions to the climate crisis. Live Earth seeks to inspire its global audience to make meaningful and lasting changes in their lives and spur action by corporations and governments to turn the tide on global warming.

"The goal of Live Earth is to reach the largest audience possible with tools to tackle the climate crisis," said Wall. "Linkin Park's participation is an incredible boost to these efforts, and we hope their millions of fans worldwide will tune in to Live Earth on 7/7/7 and join our movement."

The Live Earth concert series will begin in Sydney, Australia and continue across all 7 continents with events in Tokyo, Japan; Shanghai, China; Johannesburg, South Africa; London, United Kingdom; Hamburg, Germany; Istanbul, Turkey; and Rio de Janeiro, Brazil, before concluding in New York, United States.

Live Earth marks the beginning of a multi-year campaign led by the Alliance for Climate Protection and other international non-governmental organizations to move individuals, corporations and governments to take action to solve global warming. Former Vice President of the United States Al Gore is the Chair of the Alliance for Climate Protection and a Partner of Live Earth.

Live Earth is being produced globally by Control Room, of which Kevin Wall is the CEO. Control Room has produced and distributed more than 60 concerts since its founding in 2005 featuring Beyoncé, Madonna, Green Day and the Rolling Stones, among others.

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LIVE EARTH GERMANY REVEALED

Live Earth Announces Official Partnership with smart

*Tickets for the Hamburg leg of the 7/7/07 Concert to Combat Global Warming
On Sale Thursday, May 24, 2007*

STUTT GART (May 23, 2007) – Live Earth Founder Kevin Wall, DaimlerChrysler CEO Dieter Zetsche, and singer Katie Melua joined with smart's Global Marketing and Sales Head Anders Jensen at a press conference in Stuttgart today to announce details of Live Earth's partnership with smart, the world's only automaker serving as an Official Partner of Live Earth. The announcement also included the artist line-up and ticketing information for Live Earth Hamburg, which will be staged at the HSH Nordbank Arena.

Two-time Olympic gold medalist figure skater Katarina Witt also attended the press conference, where it was announced that she would be speaking from the stage at Live Earth Hamburg.

The 24-hour Live Earth concert series will begin in Sydney, Australia on July 7, 2007 and continue across all 7 continents with events in Tokyo, Japan; Shanghai, China; Johannesburg, South Africa; London, United Kingdom; Hamburg, Germany; Istanbul, Turkey; and Rio de Janeiro, Brazil, before concluding in New York, United States.

Live Earth Hamburg will feature the following acts live on stage:

CHRIS CORNELL

JAN DELAY

JULI

KATIE MELUA

LOTTO KING KARL

MANÁ

MICHAEL MITTERMEIER

REAMONN

ROGER CICERO

SASHA

SILBERMOND

SNOOP DOGG

Tickets go on sale on **Thursday, May 24, 2007 at 9:00 a.m. CEST**. Tickets can be purchased through Eventim at: <http://www.eventim.de/eve/liveearth> or by phone at 01805 / 570 000 (0,14 EUR/Min). General Admission ticket prices are € 55., € 50 and € 45., which include all fees and public transportation.

Live Earth was founded by Kevin Wall, who served as Worldwide Executive Producer of the Live 8 concert series in 2005. Live Earth will bring together more than 100 of the world's top music acts to inspire an audience of over two billion people to trigger a mass movement to

combat global warming. Live Earth seeks to inspire its global audience to make meaningful and lasting changes in their lives and spur action by corporations and governments to turn the tide on global warming.

“Music is an international language that has the power to move people,” Wall said. “Live Earth’s 24 hours of music spanning all 7 continents will move people in every corner of the planet to take action against global warming.”

Live Earth marks the beginning of a multi-year campaign led by the Alliance for Climate Protection and other international non-governmental organizations to move individuals, corporations and governments to take action to solve global warming. Former Vice President of the United States Al Gore is the Chair of the Alliance for Climate Protection and a Partner of Live Earth.

"Live Earth will unite people from across all seven continents to spur action against the climate crisis from individuals, corporations and governments," Gore said. "Live Earth will spread our call for action to address the climate crisis to Germans, Europeans and people worldwide."

Exclusive online media partner MSN is helping Live Earth reach people in every corner of the globe. Live Earth Hamburg will be streamed live on 7/7/07 at <http://liveearth.msn.com/about/germany>. MSN’s 39 localized web portals worldwide attract 465 million monthly users.

Additionally, Live Earth Hamburg will be broadcast on ProSieben and to more than 100 countries worldwide as part of the global television feed.

The Live Earth production team will implement new “green event” guidelines that will address the major areas of impact of live events, including recycling, food and beverages, packaging, transportation, energy, water usage, and the event site itself. From power generation at the concerts to garbage generated by concert goers, Live Earth will seek to “design out” waste and bestow an eco-friendly legacy on the live events industry.

In addition, included in the ticket price for Live Earth Hamburg is a 0,30€ CO2 fee to neutralize the concert’s CO2 emissions by planting trees in the southern hemisphere.

Additionally, smart is providing the official shuttle service for artists and other celebrities participating in Live Earth.

“I’m happy to be part of an event for this exceptionally important cause and I hope our contribution not only by taking part but also by acting as green as possible will influence others,” said singer Katie Melua at today’s press conference in Stuttgart. Melua will perform at the German Live Earth concert in Hamburg.

“With the smart fortwo, DaimlerChrysler has set new standards in urban mobility and low CO₂ emissions in inner cities without making any sacrifices in terms of functionality, comfort or

driving pleasure,” said DaimlerChrysler CEO Dieter Zetsche. “This vehicle combines like no other a modern lifestyle and individual mobility with environmental protection. It therefore makes perfect sense that the smart — which boasts the lowest CO₂ emissions of any vehicle on the market — should support the Live Earth concerts and the SOS campaign.”

Royal Philips Electronics of the Netherlands (NYSE:PHG, AEX:PHI) is a global leader in healthcare, lifestyle and technology, delivering products, services and solutions through the brand promise of "sense and simplicity". Philips, as the world's leading lighting supplier, joins Live Earth as Global Lighting Partner. Philips has put environmental product improvement at the heart of its business with its EcoDesign program since 1994 and is increasing its green product range year-by-year. The company was the first to introduce the energy saving light bulb back in 1980 and is already campaigning together with the lighting industry, NGOs, energy suppliers, governments and retailers to switch to energy saving lighting in streets, offices, buildings and homes, as soon as possible.

Live Earth is being produced globally by Control Room, of which Kevin Wall is the CEO. Control Room has produced and distributed more than 60 concerts since its founding in 2005 featuring Beyoncé, Madonna, Green Day and the Rolling Stones, among others.

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**EDITOR'S NOTE: Satellite feed of event with additional footage and soundbites at:
ECS W1 10° Ost B2 Channel F Uplink 14.305, 170 Pol. x Downlink 11.005,170 Pol. y at 17:15 to 17:30 CET.**

MADONNA WRITES NEW SONG “HEY YOU” FOR LIVE EARTH

Song to Be Released at MSN.com on May 17 in Downloadable MP3 Format

Microsoft Pledges Donation Making First Million Downloads Free to the Public

LOS ANGELES (May 17, 2007) – Inspired by the upcoming July 7th Live Earth series of concerts, Madonna has written a new song, “Hey You,” which will be available to be downloaded in the MP3 format on Microsoft’s home page, www.msn.com beginning on May 17. The first million downloads of “Hey You” will be free as Microsoft has pledged to donate \$0.25 per download to the Alliance for Climate Protection for the first million downloads.

Madonna is scheduled to perform “Hey You” live at the Wembley Stadium Live Earth concert in London, it was confirmed by her record label, Warner Bros. Records, who have also announced that they will be releasing a live CD/DVD of the Live Earth Concert Series.

Madonna’s new song, “Hey You,” recorded in London, was produced by Pharrell Williams and Madonna. She is one of seventeen headliners that have been announced including Red Hot Chili Peppers, Genesis, Beastie Boys and others who will perform at Wembley as part of the 24-hour, 7-continent Live Earth Concert Series.

“On 7/7/07, Live Earth will inspire people from around the world to combat global warming with live performances from superstar artists like Madonna,” Live Earth Founder Kevin Wall said. “The early release of “Hey You” is an incredible boost to our efforts to get people engaged in the environmental cause. We are thrilled that Madonna donated her art to Live Earth and is a part of this movement for us.”

Live Earth is a monumental music event on 7/7/07 that will bring together more than 100 headlining music artists and 2 billion people to launch an ongoing, mass movement to combat the climate crisis. Concerts will take place in New York; London; Sydney; Tokyo; Shanghai; Johannesburg; Rio de Janeiro; Hamburg and Istanbul. Live Earth’s 24 hours of music across 7 continents will deliver a call to action and the solutions needed to answer the call. Live Earth marks the beginning of a multi-year campaign led by The Alliance for Climate Protection to move individuals, corporations and governments to take action.

The concerts will be streamed live at LiveEarth.MSN.com and available on CD/DVD.

For further information on the Live Earth event, please contact:
Ken Sunshine/Janell Vantrease at Sunshine, Sachs & Associates (212) 691-2800 or
Vantrease@kensunshineconsultants.com

For further information on Madonna and the Warner Bros. Records release of the Live Earth
CD/DVD, please contact:
Liz Rosenberg at Warner/Reprise Records, 212-707-3256 or liz.rosenberg@wbr.com

LIVE EARTH CONCERT IN TURKEY ANNOUNCED

*Istanbul Joins 8 Other Cities as an Official Host of the Global Concert Series
Reaching Worldwide Audience of Over 2 Billion People to Combat Global Warming*

ISTANBUL (May 15, 2007) – Organizers today announced that the City of Istanbul will host an official Live Earth concert event on July 7, 2007. Live Earth is the 24-hour, 7-continent concert series to combat global warming. Istanbul joins London, New York, Sydney, Shanghai, Tokyo, Johannesburg, Rio de Janeiro and Hamburg as official Live Earth host cities.

Live Earth Istanbul will be broadcasted on local television and as part of a global feed to as many as 120 television channels worldwide. Live Earth Istanbul will feature both international and local Turkish acts on 7/7/07. Additional concert details will be announced at a later date.

Founded by Kevin Wall, Worldwide Executive Producer of Live 8, Live Earth will bring together more than 100 of the world's top music acts to inspire an audience of over two billion people to trigger a mass movement to combat global warming. Live Earth seeks to inspire audiences to make meaningful and lasting changes in their lives to turn the tide on global warming.

“Live Earth is thrilled to be adding a new leg of the Live Earth concert series in Istanbul,” said Wall. “The goal of Live Earth is to engage a worldwide audience to take action against the climate crisis, and this concert in Istanbul will help to ensure that a truly global audience is reached.”

Live Earth marks the beginning of a multi-year campaign led by the Alliance for Climate Protection and other international non-governmental organizations (NGOs) to move individuals, corporations and governments to take action to solve global warming. Former Vice President of the United States Al Gore is the Chair of the Alliance for Climate Protection and Partner of Live Earth.

Live Earth Istanbul will be organized locally by Purple Concerts, which was founded by Marcel Avram, Alan Cattanach and Cengizhan Yeldan to promote local and international concerts and shows in Turkey.

Exclusive online media partner MSN is helping Live Earth reach people in every corner of the globe. Live Earth concerts will be streamed on 7/7/07 at LiveEarth.TR.MSN.com. MSN's 39 localized web portals worldwide attract 465 million monthly users.

Smart has joined Live Earth as an Official Partner. Its claim “Open your mind” summarizes smart's approach to building cars, and it's this thinking that has resulted in arguably the most ecologically-sound and environmentally-relevant car of our time: the smart fortwo.

Live Earth will implement new “green event” guidelines at each concert venue that will address the major areas of impact of live events, including recycling, food and beverages, packaging, transportation, energy, water usage, and the event site itself. From power generation at the concerts to garbage generated by concert goers, Live Earth will seek to “design out” waste and bestow an eco-friendly legacy on the live events industry.

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For more information, visit www.LiveEarth.MSN.com or www.LiveEarth.org

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PURPLE CONCERTS

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AL GORE IN RIO DE JANEIRO TO ANNOUNCE LIVE EARTH BRAZIL

Free Concert in Rio de Janeiro to Draw up to One Million People on Copacabana Beach

RIO DE JANEIRO (May 12, 2007) – Former U.S. Vice President Al Gore, Brazilian television actor and music artist Xuxa, Brazilian State Tourism Secretary Ruben Medina, and Itau Bank Vice President Antonio Jacinto gathered at the Copacabana Palace Hotel today to urge Brazilians to be a part of the global Live Earth concerts on July 7, 2007 by attending the free Rio de Janeiro show or tuning into a broadcast.

Representatives from the Brazilian Forum of NGOs and Social Movements for the Environment and Development (FBOMS), World Wildlife Fund (WWF) Brazil, United Nations Development Programme (UNDP) Brazil, and Friends of the Earth Brazilian Amazonia, Live Earth's Brazilian non-governmental organization partners, were also in attendance.

The 24-hour Live Earth concert series will begin in Sydney, Australia and continue across all 7 continents with events in Tokyo, Japan; Shanghai, China; Johannesburg, South Africa; London, United Kingdom; Hamburg, Germany; and Rio de Janeiro, Brazil, before concluding at New Jersey's Giants Stadium in the United States.

Brazil is the only country hosting a Live Earth concert that is entirely free and open to the public. Producers hope the concert being staged on the famed Copacabana Beach will draw over a million people. The Rio show will be the largest Live Earth event and the sea of people gathered to combat global warming will symbolize Live Earth's mission of bringing people together all over the world not only at live events, but in their homes through TV, radio and Internet broadcasts. The open and free show positions Latin America to take a leading role in this unprecedented global event.

Former U.S. Vice President Al Gore explained that Live Earth is a monumental music event that will bring together over 100 international music artists to inspire more than 2 billion people to combat the climate crisis.

“By engaging individuals all over the world, Live Earth will drive corporations and governments to tackle the climate crisis as well,” Former U.S. Vice President Al Gore said. “The climate crisis is a global problem. Live Earth is a global response.”

Live Earth was founded by Kevin Wall, who served as Worldwide Executive Producer of the Live 8 concert series in 2005.

“Music is an international language that has the power to move people,” Wall said. “Live Earth's 24 hours of music spanning all 7 continents will move people in every corner of the planet to take action against global warming.”

The Live Earth concert in Rio de Janeiro will be supported locally by Banco Itaú, and Rio de Janeiro City Hall, among others. "The commitment to sustainability is part of the Itaú Vision and it is translated by strategies and actions linked to socio-environmental responsibility," said Banco Itaú Vice-President Antonio Matias. "Our support is aligned with Itaú's philosophy of stimulating the discussion about the future of our Planet and the new generation," he added.

Live Earth Rio de Janeiro will be broadcast on TV Globo, Brazil's largest television network and Live Earth's official network for Brazil.

Exclusive online media partner MSN is helping Live Earth reach people in every corner of the globe. Live Earth Rio de Janeiro will be streamed live on 7/7/07 at LiveEarth.MSN.com. MSN's 39 localized web portals worldwide attract 465 million monthly users.

The Live Earth production team will implement new "green event" guidelines that will address the major areas of impact of live events, including recycling, food and beverages, packaging, transportation, energy, water usage, and the event site itself. From power generation at the concerts to garbage generated by concert goers, Live Earth will seek to "design out" waste and bestow an eco-friendly legacy on the live events industry.

The artist line-up for Live Earth Rio de Janeiro will be announced at a later date when all artists are confirmed.

smart has joined Live Earth as an Official Partner. Its claim "Open your mind" summarizes smart's approach to building cars, and it's this thinking that has resulted in arguably the most ecologically-sound and environmentally-relevant car of our time: the smart fortwo.

Live Earth is produced by Control Room, of which Kevin Wall is the CEO. Control Room has produced and distributed more than 60 concerts since its founding in 2005 featuring Beyoncé, Madonna, Green Day and the Rolling Stones, among others.

###

LIVE EARTH AUSTRALIA REVEALED

*Tickets for the Sydney leg of the 7/7/07 Concert to Combat Global Warming
On Sale Friday, May 18, 2007 and Includes Public Transport!*

SYDNEY (8 May 2007) – Organisers today announced details of the Australian curtain-raising show for the 7-continent, 24-hour Live Earth concerts to be held on 7/7/07. The Australian concert will be staged at Aussie Stadium in Sydney.

Tickets for the show go on sale Friday, May 18 at 9.00am AEST.

The global concert on July 7 will begin in Sydney and continue across all 7 continents, concluding with a show in the US.

Speaking via a video link-up at the event's official launch at Aussie Stadium today, Live Earth Partner Al Gore said: "The climate crisis is a global problem that requires a global response. That's exactly what Live Earth is. On 7/7/07, Live Earth will touch over 2 billion people with 24 hours of live music across 7 continents and an urgent, hopeful message to trigger a worldwide movement to combat the climate crisis. This movement begins here at Aussie Stadium."

Live on stage at the Sydney show will be:

CROWDED HOUSE
JACK JOHNSON
WOLFMOTHER
JOHN BUTLER TRIO
MISSY HIGGINS
ESKIMO JOE
SNEAKY SOUND SYSTEM
PAUL KELLY
GHOSTWRITERS
TONI COLLETTE & THE FINISH
BLUE KING BROWN

Live Earth was founded by Kevin Wall, who served as Worldwide Executive Producer of the Live 8 concert series in 2005. Representing Wall at the Sydney launch today was Lily Sobhani, Live Earth's Global Head of Events.

"Live Earth Australia will kick off 24 hours of music spanning all 7 continents to focus the world against global warming," Wall said. "Over 100 headlining artists ranging from Madonna to The Police to Wolfmother, all of whom are donating their time to perform at the concerts, will inspire an audience of over 2 billion people. Live Earth is designed to trigger a mass movement to combat our climate crisis. The climate crisis touches everyone, everywhere. Live Earth is about motivating people in every corner of the planet to 'Answer the Call' and make meaningful and lasting changes in their lives to combat global warming."

Live Earth is a monumental music event that will bring together more than 2 billion people to combat the climate crisis. Live Earth's 24 hours of music across 7 continents will deliver a call to action and the solutions needed to answer the call. Live Earth marks the beginning of a multi-year campaign led by The Alliance for Climate Protection to move individuals, corporations and governments to take action. Whilst this event is about raising awareness, not money, all net proceeds will go to The Alliance for Climate Protection, other international non-Government organisations (NGOs), Australian NGOs and projects on the ground in Australia yet to be announced.

Staging Live Earth Australia is the same team of event producers that came together to mount the celebrated WaveAid tsunami benefit concert in Sydney in 2005. They are the legendary Australian concert promoter Michael Chugg A.M. [Chugg Entertainment], Mark Pope [event producer of the ARIA Awards] and Joe Segreto of IMC [founder and promoter of Sydney's annual Homebake festival].

"We've all been involved in putting on some big gigs over the years, but nothing rivals the scale of this one," said Michael Chugg. "We're thrilled to be opening the show for the world and rapt about showcasing some of Australia's finest talent to the rest of the planet. We'd also like to thank those artists who are so generously giving their time to help spearhead one of the world's greatest challenges of the 21st century".

Climate change expert Dr. Michael Molitor explained how all the Live Earth concerts around the world will be as green as possible, implementing a new Green Event Guidelines that organisers hope will become the model for carbon neutral concerts and other live events in the future.

"The key message of Live Earth is that everyone can – and must – be a part of the solution," said Molitor. "Everyone can take simple measures that will greatly assist the global effort to reduce carbon emissions. Live Earth is driving global awareness about the solutions and engaging people around the world to undertake personal actions both at home and at work."

PUBLIC TRANSPORT FOR LIVE EARTH!

Live Earth promoters have worked closely with the NSW Government to include the price of public transport in the ticket price for the event. This includes travel to and from the event on CityRail trains, special event buses to and from Central Station and Moore Park, and on standard Sydney Buses and Sydney Ferries' services.

Public transport is the way to go to major events, saving time and money, as well as saving the environment. Bus, train and ferry services are a reliable and efficient way for any ecologically-minded person to travel, both to major events and on a daily basis between work and home.

Choosing public transport or low emission motor vehicles has an unquestionably positive impact on the environment, now and into the future.

Including the cost of public transport in the ticket price will ensure that the environmental impact caused by getting the crowd to and from the show will be kept to a minimum. Organisers will encourage all concert attendees to use the public transport supplied.

TICKETS ON SALE 9.00am (AEST), FRIDAY, MAY 18, 2007

Outlet: Ticketek - www.ticketek.com / Ph: 132 849

Ticket price: \$99.00 (GST + booking fee inclusive) - Max 4 tickets per transaction

Ticket price includes bus, train and ferry transport on the day of the Concert.

Gates open: 10.30am

All Ages (photo ID must be produced to consume alcohol)

Info at: www.liveearth.ninemsn.com.au

FOXTEL has secured the exclusive Australian television rights to the 24-hour global concert series LIVE EARTH.

FOXTEL will be the host broadcaster of the Australian LIVE EARTH concert, producing and supplying the international television feed from Sydney's Aussie Stadium to an estimated global audience of more than 2 billion people.

From 5.00pm (EST) on Saturday, July 7, FOXTEL's flagship general entertainment channel FOX8 will commence the 24-hour international telecast of the global concert series, starting with Sydney and crossing to the other events as they get underway in Tokyo, Shanghai, Johannesburg, London, Rio de Janeiro and New York.

nineMSN is the global internet host broadcaster and Austereo (Triple M and Today) is the capital cities global radio broadcast partner and Macquarie Radio Networks will be broadcasting the global event throughout regional Australia.

smart has joined Live Earth as an Official Partner. Its claim "Open your mind" summarizes smart's approach to building cars, and it's this thinking that has resulted in arguably the most ecologically-sound and environmentally-relevant car of our time: the smart fortwo. With Origin coming on board as a local corporate partner, this growing list of partners will help ensure that a mass audience for Live Earth is reached. Details will be provided in the coming weeks.

Live Earth is being produced globally by Control Room, of which Kevin Wall is the CEO. Control Room has produced and distributed more than 60 concerts since its founding in 2005 featuring Beyoncé, Madonna, Green Day and the Rolling Stones, among others.

###

USA LIVE EARTH REVEALED

Tickets for the 7/7/07 Concert to Combat Global Warming Go On Sale 4/16

NEW YORK, NY (April 10, 2007) – Organizers today announced seventeen of the headliners who will perform at the U.S. leg of the 7-continent, 24-hour Live Earth concerts on 7/7/07. The concert will be held at Giants Stadium in New Jersey, Live Earth Founder and Executive Producer Kevin Wall said. Tickets for the show go on sale Monday, April 16 at 10 a.m. EDT.

“Capping Live Earth with a blockbuster show like this will ensure we meet our challenge of building a mass audience to combat global warming,” Wall said. “Live Earth will be a monumental event both in terms of entertainment and in turning the tide against global warming.”

The global concert on 7/7/07 will begin in Sydney and continue across all 7 continents, concluding with the U.S. show.

“We hope the energy created by Live Earth will jump start a massive public education effort,” Live Earth Co-Chair Vice President Al Gore said. “Live Earth will help us reach a tipping point that’s needed to move corporations and governments to take decisive action to solve the climate crisis.”

The U.S. show will feature live on stage:

AFI	KT TUNSTALL
AKON	LUDACRIS
ALICIA KEYS	MELISSA ETHERIDGE
BON JOVI	ROGER WATERS
DAVE MATTHEWS BAND	SHERYL CROW
FALL OUT BOY	SMASHING PUMPKINS
JOHN MAYER	THE POLICE
KANYE WEST	
KELLY CLARKSON	

Tickets go on sale at 10 a.m. EDT on Monday, April 16 and will be available at livenation.com/liveearth or by calling Ticketmaster at (212) 307-7171. All ticket information is available at LiveEarth.MSN.com. All proceeds will go to The Alliance for Climate Protection and other international NGOs.

Live Earth is a monumental music event that will bring together more than 2 billion people to combat the climate crisis. Live Earth’s 24 hours of music across 7 continents will deliver a call to action and the solutions needed to answer the call. Live Earth marks the beginning of a multi-year campaign led by The Alliance for Climate Protection to move individuals, corporations and governments to take action.

Earlier today, Wall announced that the following artists will perform at the London leg of Live Earth at Wembley Stadium:

BEASTIE BOYS
BLACK EYED PEAS
BLOC PARTY
CORINNE BAILEY RAE
DAMIEN RICE
DAVID GRAY
DURAN DURAN
FOO FIGHTERS
GENESIS

JAMES BLUNT
JOHN LEGEND
KEANE
MADONNA
PAOLO NUTINI
RAZORLIGHT
RED HOT CHILI PEPPERS
SNOW PATROL
SPINAL TAP

Exclusive online media partner MSN is helping Live Earth reach people in every corner of the globe. The concerts will be streamed live on 7/7/07 at LiveEarth.MSN.com. MSN's 39 localized web portals worldwide attract 465 million monthly users. The concerts will be broadcast on the NBC Network in the U.S. and on more than 120 networks around the world.

Wall also announced that smart car, Stonyfield Farm and Pepsi have joined Live Earth as corporate partners. In addition to working with Live Earth to create corporate efforts to combat global warming, this growing list of partners will help ensure a mass audience for Live Earth is reached. These efforts will be detailed at a later date.

Wall also announced today that Live Earth will stage concerts at Sydney's Aussie Stadium; Rio de Janeiro's Copacabana Beach; Johannesburg's Cradle of Human Kind; Tokyo's Tokyo Dome; and a to be determined venue in Shanghai.

Live Earth is produced by Control Room, of which Kevin Wall is the CEO. Control Room has produced and distributed more than 60 concerts since its founding in 2005 featuring Beyoncé, Madonna, Green Day and the Rolling Stones, among others.

###

LIVE EARTH UK UNVEILED

Ticketing for London Leg of 7/7/07 Concerts to Combat Global Warming Begins 4/13

LONDON (10 April 2007) – Seventeen of the headliners who will play Wembley Stadium in London as part of the 24-hour, 7-continent Live Earth concerts on 7/7/07 were unveiled today by Live Earth Founder and Executive Producer Kevin Wall. Ticketing for the UK concert begins on Friday, April 13.

“This monster lineup will ensure Live Earth meets our goal of bringing together people from around the world to combat the climate crisis,” Wall said. “Live Earth will not only span all 7 continents, but the musicians who have answered our call span multiple genres and generations.”

“By attracting an audience of billions, we hope Live Earth will launch a global campaign giving a critical mass of people around the world the tools they need to help solve the climate crisis,” said Live Earth Co-Chair Vice President Al Gore. “But ultimately, corporations and governments must become global leaders taking decisive action to stop global warming.”

Live on stage in London will be:

BEASTIE BOYS

BLACK EYED PEAS

BLOC PARTY

CORINNE BAILEY RAE

DAMIEN RICE

DAVID GRAY

DURAN DURAN

FOO FIGHTERS

GENESIS

JAMES BLUNT

JOHN LEGEND

KEANE

MADONNA

PAOLO NUTINI

RAZORLIGHT

RED HOT CHILI PEPPERS

SNOW PATROL

SPINAL TAP

Additional performers will be announced at a future date.

Live Earth is a monumental music event that will bring together more than 2 billion people to combat the climate crisis. Live Earth’s 24 hours of music across 7 continents will deliver a call to action and the solutions needed to answer the call. Live Earth marks the beginning of a multi-year campaign to move individuals, corporations and governments to take action. Live Earth is joining with The Climate Group, Stop Climate Chaos and The Alliance for Climate Protection on this effort.

Exclusive online media partner MSN is helping Live Earth reach people in every corner of the globe. The concerts will be streamed live on 7/7/07 at LiveEarth.MSN.com. MSN’s 39 localized web portals worldwide attract 465 million monthly users. The concerts will be broadcast on the BBC in the UK and on more than 120 networks around the world.

Wall also announced that smart car and Stonyfield Farm have joined Live Earth as corporate partners. In addition to working with Live Earth to create corporate efforts to combat global

warming, this growing list of partners will help ensure a mass audience for Live Earth is reached. These efforts will be detailed at a later date.

In anticipation of overwhelming demand for tickets and to ensure that everyone gets a fair opportunity to participate in Live Earth, and minimize ticket misuse, the event organizers will be allocating ticket sales by ballot. Registration for the opportunity to purchase two tickets per person will be done online. Ticket applicants will also be given information on how they can help combat the global climate crisis.

Free Registration for tickets opens at midday on FRIDAY, 13 APRIL 2007 and Live Earth ticket applicants are asked to register their details at: www.livenation.co.uk/liveearth

Registration opens from midday on Friday 13th April until Monday 16th April at midday. If your application is successful you will be notified how to buy your tickets on Wednesday, 18 April.

ALL TICKETS FOR LONDON WILL BE PRICED AT £55 EACH

For ticket information, please visit LiveEarth.MSN.com. All proceeds will benefit the Alliance for Climate Protection, The Climate Group, Stop Climate Chaos and other international NGOs.

The lineup and venue for the United States leg of Live Earth will be announced later today. Wall also announced that Live Earth will stage concerts at Sydney's Aussie Stadium; Rio de Janeiro's Copacabana Beach; Johannesburg's Cradle of Human Kind; Tokyo's Tokyo Dome; and a to be determined venue in Shanghai.

Live Earth is produced by Control Room, of which Kevin Wall is the CEO. Control Room has produced and distributed more than 60 concerts since its founding in 2005 featuring Beyoncé, Madonna, Green Day and the Rolling Stones, among others.

###

SOS FILMS TO WORLD PREMIERE AT TRIBECA FILM FESTIVAL OPENING NIGHT

Al Gore to Host Opening Night Gala and Premiere Films Tackling Climate Crisis

New York, NY (April 5, 2007) – Tribeca Film Festival founders Robert De Niro, Jane Rosenthal, and Craig Hatkoff joined SOS campaign founder Kevin Wall today to announce that seven SOS short films will premiere on the Festival’s opening evening of April 25, 2007. SOS is the campaign behind the Live Earth global concert series on July 7, 2007. The mission of the SOS Short Films Program is to create a series of educational and compelling short films that highlight the problems of, and engage people with solutions for, the global climate crisis.

Tribeca’s opening night gala, hosted by former Vice President Al Gore, will be held at the BMCC TriPAC and will include musical performances by Live Earth music acts. This event marks the official launch of the SOS Short Films Program. The evening is being sponsored by General Motors (GM) with additional support coming from National Geographic.

“Global warming is a generational challenge requiring both U.S. leadership and a global response. The SOS Short Films Program harnesses some of the world’s most creative minds to educate, inform and inspire people across the globe to solve the climate crisis,” former Vice President Gore said. “Premiering the SOS films at Tribeca will ensure that these pieces will be viewed all over the world for years to come – and hopefully they will help spur to action the next generation of international leaders to join the effort to solve the climate crisis.”

Gore is co-chair of the Live Earth concerts that Kevin Wall is producing.

“The global climate crisis is the paramount challenge facing humanity, and the goal of the SOS campaign and Live Earth concerts is to trigger a groundswell of people worldwide who will make solving the climate crisis a priority and make meaningful changes in their lives,” said Kevin Wall, founder of the SOS campaign and producer of Live Earth. “Tribeca provides the ideal audience and platform for the SOS message. Just like music, films have the power to inspire people to change themselves and the world around them.”

“The Tribeca Film Festival was founded with a mission to collectively improve our community. The very concept of SOS – entertainment effecting social change – is at the roots of our festival and we can’t think of a better way to open this year than by world premiering the SOS Short Film Program,” said Jane Rosenthal, Co-Founder of the Festival. “Films have the ability to take an issue and galvanize people to act. We commend SOS for reaching out to filmmakers to use their medium to bring awareness to the climate crisis. We are proud to be a part of this and hopeful that SOS will inspire significant environmental changes.”

SOS has commissioned 60 award-winning filmmakers from wide-ranging genres and mediums, including feature films, documentaries, music videos, commercials and animation to create provocative shorts of no more than 10 minutes in length. The films range in tone from factual

and dramatic to fictional and comedic. The Tribeca Film Festival will select seven of these films to premiere at the festival, which will be announced at the opening press conference for the Tribeca Film Festival on April 22, 2007.

SOS has engaged many of the industry's most prominent filmmakers including:

- Jonathan Glazer, Director, *Birth, Sexy Beast*;
- Kevin MacDonal, Director, *Last King of Scotland*;
- Abel Ferrara, Director, *King of New York*;
- Heidi Ewing and Rachel Grady, Directors, Oscar-nominated *Jesus Camp*;
- Aardman Animation, Producers, *Wallace and Gromit*;
- Amy Berg, Director, Oscar-nominated *Deliver Us From Evil*; and
- Ari Sandel, Director, Oscar-winning, *West Bank Story*.

The full slate of filmmakers participating in the SOS Short Film Program will be announced at a later date.

In addition to the Tribeca Film Festival, the SOS films will be shown at the Live Earth concerts around the world on July 7, 2007, either on stage screens during band transitions or by broadcast partners who will screen them in advance of, as well as on the day of, the Live Earth concerts.

About the Tribeca Film Festival

The Tribeca Film Festival was founded in 2002 by Robert De Niro, Jane Rosenthal, and Craig Hatkoff after the attacks on the World Trade Center to help economically and culturally revitalize Lower Manhattan through an annual celebration of film, music, and culture. The Festival's mission is to assist filmmakers to reach the broadest possible audience, enable the international film community and the general public to experience the power of film, and to promote New York City as a major filmmaking center.

In its first five years, the festival attracted over one and a half million attendees from the US and abroad and created more than \$325 million in economic activity for New York City.

The sixth annual Tribeca Film Festival will run from April 25th to May 6th, 2007. The Festival is anchored in Tribeca with additional venues throughout Manhattan, and includes film screenings, special events, concerts, a family street fair, and *Tribeca Talks* panel discussions. For more information on this year's festival, as well as for highlights on the festival and filmmakers as it takes place, please visit www.tribecafilmfestival.org.

About the SOS Campaign and Live Earth Concerts

The mission of the SOS campaign is to trigger a mass movement to combat the climate crisis. The SOS campaign will engage people in every corner of the planet through solutions-based short films, celebrity PSAs, books, an interactive web experience, and most importantly, through Live Earth, a 24-hour concert on 7/7/07 spanning all 7 continents that will bring together more than 100 of the world's top music acts.

Live Earth alone is expected to reach an audience of more than 2 billion people through concert

attendance and worldwide broadcasts. The Live Earth audience, and the proceeds from the concerts, will form the foundation for a new, multi-year global effort to combat the climate crisis led by the Alliance for Climate Protection and its Chair, Vice President Al Gore. The SOS campaign was founded by Kevin Wall, who won an Emmy as Worldwide Executive Producer of Live 8.

The SOS campaign's identity is based on the international Morse code signal for distress: three dots, followed by three dashes, followed by three dots. SOS is the world's most urgent, universal message, and the campaign will use that signal as a continuous "call to action" to prompt individuals, corporations and governments around the world to respond to our climate crisis with sustained action. For more information on the SOS campaign and Live Earth concerts, visit: www.SaveOurSelves.com or www.LiveEarth.MSN.com.

###

AL GORE, KEVIN WALL, PHARRELL, MANÁ, CAMERON DIAZ LAUNCH UNPRECEDENTED CAMPAIGN, CONCERT TO COMBAT CLIMATE CRISIS

“Live Earth” Concerts in All 7 Continents to Reach Global Audience of Over 2 Billion

Los Angeles, CA (February 15, 2007) – Detailing a historic effort to engage billions of people across the globe, Kevin Wall, Al Gore, Pharrell Williams, Maná, Cameron Diaz, and the MSN Network today launched Save Our Selves (SOS) – The Campaign for a Climate in Crisis. The announcement was made at the California Science Center.

SOS is designed to trigger a global movement to combat our climate crisis. It will reach people in every corner of the planet through television, film, radio, the Internet and Live Earth, a 24-hour concert on 7/7/07 across all 7 continents that will bring together more than 100 of the world’s top musical acts. Live Earth alone will engage an audience of more than 2 billion people through concert attendance and broadcasts. MSN has partnered with SOS to use its reach to make the Live Earth concerts available across the globe. The Live Earth audience, and the proceeds from the concerts, will create the foundation for a new, multi-year global effort to combat the climate crisis led by The Alliance for Climate Protection and its Chair, Vice President Al Gore. SOS was founded by Kevin Wall, who won an Emmy as Worldwide Executive Producer of Live 8.

“Our climate crisis is the paramount challenge facing humanity. SOS is more than a global distress call. SOS will give the world the tools we need to answer that call with meaningful action. The most important part of SOS is how individuals, corporations, and governments respond,” Wall said. “Our climate crisis affects everyone, everywhere, and that’s who SOS is aimed at. Only a global response can conquer our climate crisis. SOS asks all people to Save Our Selves because only we can.”

“In order to solve the Climate Crisis, we have to reach billions of people. We are launching SOS and Live Earth to begin a process of communication that will mobilize people all over the world to take action,” Gore said. “The Climate Crisis will only be stopped by an unprecedented and sustained global movement. We hope to jump-start that movement right here, right now, and take it to a new level on July 7, 2007.”

“At MSN, we have the worldwide audience and the technology stage to help unite a global community around SOS and Live Earth,” said Joanne Bradford, corporate vice president and chief media officer of MSN. “Anyone around the world with an Internet connection will be able to come to MSN to view not just the concert events, but also an extensive collection of interactive media that will entertain, educate, inspire and ultimately drive change.”

Wall announced 25 of the 100 top musical acts that have answered SOS’s call and are performing at Live Earth. SOS is also engaging other celebrities, CEOs, athletes, academics and government leaders to engage their constituencies. Please see that attached list of 25 artists.

“More than 100 artists are performing at Live Earth and they’re all headliners. That’s what it takes to engage billions of people. We’re not just engaging fans of the Red Hot Chili Peppers and Snoop Dogg, or the Foo Fighters and Faith Hill. We’re engaging them and everyone in between,” Wall said. “We’ve been overwhelmed by the response from the artist community and are feverishly working out the logistics for all of the bands that want to be involved. Today we are announcing just the first 25 and will soon be announcing even more headliners who, for contractual reasons, cannot be announced today.”

The campaign’s identity is based on SOS, the international Morse code distress signal: three dots, followed by three dashes, followed by three dots. SOS is the most urgent, universal message we have, and SOS will use that signal as a continuous distress call to prompt individuals, corporations and governments around the world to respond to our climate crisis with action.

“SOS is creating an unmatched communications platform to take on an unparalleled crisis,” Wall said. “Our message must saturate the globe if we’re to succeed, and we will. In the US, we’re partnering with NBC-Universal and its networks. On satellite radio, we have SIRIUS and XM. In the UK, we’re partnering with the BBC. In Japan, we have a historic partnership with two broadcast partners. We have already secured television, Internet and wireless coverage in 120 countries, and the rest are soon to come.”

Wall announced that Live Earth concerts will take place in the Brazil, Shanghai, Japan, Johannesburg, London, Sydney, and the Eastern United States.

Live Earth will be broadcast worldwide on MSN, which was the first sponsor to answer SOS’s call. MSN is one of the world’s most popular Internet destinations, and as such will allow the SOS campaign to have a global reach. MSN has services in over 42 markets and 21 languages, and more than 465 million people around the world visit MSN each month. Beginning today, people can go to <http://liveearth.msn.com> and begin participating in the global movement, and on 7/7/07, to watch the Live Earth concerts.

Live Earth is being produced by Control Room, of which Kevin Wall is the CEO. Control Room has produced and distributed more than 60 concerts since its founding a year and a half ago featuring Beyoncé, Madonna, Green Day, Dave Matthews Band, Keith Urban, James Blunt, Snoop Dogg, the Rolling Stones, among others. Its multi-partner network provides a global reach for live offerings through broadband, television, digital movie theatres and mobile phones throughout the U.S. and the world.

Live Earth will implement a new Green Event Standard that will become the model for carbon neutral concerts and other live events in the future. The Green Event Standard is being developed in partnership with the U.S. Green Building Commission to create a way for venues to be LEED-approved.

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LIVE EARTH

THE CONCERTS FOR A CLIMATE IN CRISIS

RECENT PRESS COVERAGE

From the Los Angeles Times

CAUSE CÉLÈBRE

Saving the planet, one chord at a time

Kevin Wall moves the fight against global warming to a worldwide concert stage.

By Tina Daunt

Times Staff Writer

May 18, 2007



Kevin Wall has a convert's fervor, a concert promoter's Rolodex and a firm belief that music can change the world.

He's seen music's power close up over the years, helping organize some of rock's biggest charity events, including the Freddie Mercury Tribute Concert (to fight AIDS) and the anti-poverty fundraiser Live Aid.

These days, the Emmy-winning producer has a cause he says eclipses all others: bringing awareness to the dangers of global warming. "We have got to put up a red alert to the planet," he said recently in an interview at his vast office overlooking a busy Beverly Hills intersection.

Wall and a team of young techno-gurus are putting together what they say will be the biggest day of concerts in the world's history: Live Earth, to be held July 7, is expected to bring together more than 150 artists, including **Madonna, the Police, the Red Hot Chili Peppers** and **the Black Eyed Peas** — for 24 hours of music at nine concerts across seven continents, including Antarctica, where scientists have formed their own band.

Proceeds from the concerts will be used to create a foundation to combat climate change. The nonprofit organization will be led by former Vice President **Al Gore**, who inspired Wall with his global-warming slide show and subsequent Oscar-winning movie, "An Inconvenient Truth."

"Thousands of people saw Al Gore's slide show, millions of people saw the movie," said Wall, who at age 55 looks the part of a Hollywood hipster with spiked gray hair and faded jeans. "We're hoping the concerts will reach 2 billion people."

Along with raised awareness, however, comes criticism. Britain's Daily Mail called Madonna a hypocrite for owning a "collection of fuel-guzzling cars." In the United States, some conservative lawmakers and bloggers have called global warming a "hoax" and Republicans blocked plans to hold a Live Earth concert this year in Washington D.C.

Sen. James M. Inhofe (R-Okla.) used the website for the U.S. Senate Committee on Environment and Public Works to criticize Gore and others who champion the cause. He posted a challenge to Hollywood celebrities, urging them to sign an agreement saying they'll reduce their own energy use before they start preaching to others.

"I'm issuing an Earth Day challenge to Hollywood's global warming activists who talk the talk to walk the walk," Inhofe said in the posting.

Wall said his organization is helping celebrities to do just that. He has set up an educational program showing people how they can make changes in their lives to conserve energy. He also has a staff working to make sure the concerts remain "carbon neutral."

"We want to send a message that can carry across borders and become a global language," he said. "Hopefully we'll move the needle and see the launch of a behavior change."

Countdown to showtime

Wall's headquarters in Beverly Hills have become a bustling nerve center of organized chaos: video screens playing music videos, computers streaming concerts, a giant map of the world covered with hot pink Post-it notes, marking locations of outreach efforts. A digital clock on the wall counts down the minutes remaining until the first chord is played in Sydney, Australia, at 2 p.m. on July 7.

Earlier this week, Wall announced that they would be adding a show in Istanbul, Turkey. Gore, meanwhile, traveled to Rio de Janeiro, unveiling plans for a free concert on Copacabana Beach, where up to 1 million people are expected to attend.

Madonna released a new song on Wednesday called "Hey You," available for download on Microsoft's home page. The first million downloads of the song, which Madonna will perform at the Live Earth concert in London, will be free. Microsoft will donate 25 cents for each download to the Alliance for Climate Protection.

All this started less than six months ago. Wall said he saw Gore's movie at a premiere in Los Angeles. He called Gore and proposed the idea of holding a worldwide concert. Gore said he believed Wall had the "skills and experiences that make him the ideal person to pull this off."

These days, Gore is often on the phone with rock stars urging them to participate. "Hardly a day goes by that I'm not talking to an entertainer in some part of the world," he said in an interview Thursday.

Gore said he had been talking with members of the Red Hot Chili Peppers about joining the show. They told him they would have to change their schedules to make it. On the night of the Grammys, after Gore announced that the group had won the award for the best rock album, several members pulled him aside backstage. "They whispered, 'We're in!'" Gore said.

Part of the plan for the event — to be streamed live on MSN.com — is to offer viewers a menu of solutions they can pursue themselves. The program will also include a variety of short films and public service announcements. More than 60 filmmakers, some of them Oscar winners, have agreed to participate.

Director **Rob Reiner** reconvened members of faux-rock band **Spinal Tap** — from his 1984 mockumentary — to make a short film for the world concerts; it's currently up for viewing on <http://www.liveearth.msn.com>. EBay, meanwhile, is working on a series of high-profile charity auctions to raise money for Gore's foundation.

Generally, reaction to the effort has been positive outside the U.S., said Wall, who got his start in music working as a DJ at his parents' roller-skating rink in Indiana. In the U.S., however, global warming — like evolution — has become a politically charged issue. When Republicans blocked Wall's plan to hold the U.S. concert on the mall in D.C., he opted for Giants Stadium in New Jersey instead.

"I was shocked at how politicized it was in the United States," he said. "Nowhere else in the world is it political like this."

In recent weeks, the right-wing blogosphere has been alive with global warming denial, as if it were something Gore's staff had dreamed up as a talking point.

Wall isn't worried about it.

He realizes that on July 7, he and everyone who steps onto a Live Earth stage will own the biggest megaphone around.

Crowded House, Jack Johnson Lead Aussie Live Earth



Crowded House

May 08, 2007, 9:10 AM ET

Christie Eliezer, Sydney

The lineup for the Australian leg of the July 7 Live Earth concerts has been unveiled.

Sydney's Aussie Stadium will feature performances from Crowded House, who reformed this year for a world tour; hard rock trio Wolfmother; Missy Higgins, whose "On a Clear Night" (Eleven The Music Company/EMI Music Australia) debuted at No. 1 this week on the Australian Recording Industry Assn. albums chart; John Butler Trio; actress Toni Collette with her band the Finish; the Ghostwriters, which features former Midnight Oil drummer Rob Hirst; guitar band Eskimo Joe; singer/songwriter Paul Kelly; dance act Sneaky Sound System and Melbourne roots band King Brown.

Hawaiian singer/songwriter Jack Johnson -- who spends so much time Down Under that he has bought a house near Byron Bay in the state of New South Wales -- is also on the bill.

[As previously reported](#), the Live Earth shows, which are intended to raise awareness of climate change, will be staged in Tokyo, Shanghai, Johannesburg, London, Rio de Janeiro and outside New York.

"Live Earth will touch over two billion people with 24 hours of live music across seven continents and with an urgent, hopeful message to trigger a worldwide movement to combat the climate crisis and successfully solve it," Live Earth partner Al Gore said in a video link to a press gathering today (May 8) in Sydney.

Higgins told reporters, "I think we all know that we're not experts on climate change, we're just trying to raise awareness on something that we all realize is probably the most important issue of

our lifetimes."

Live Earth will be broadcast in Australia by cable channel Foxtel, Webcast on the entertainment website NineMSN and broadcast through metropolitan markets through the Austereo radio network and regional areas by Macquarie Radio Networks.

Aussie stars to kick off Live Earth

By Kim Christian May 08, 2007

AUSTRALIAN musicians will be first to take the stage in a series of seven international concerts to be televised globally as part of a climate change awareness campaign.

Missy Higgins will join the newly re-formed Crowded House and a host of homegrown bands at Sydney's Aussie Stadium for the Australian concert to be held on July 7, the first of the seven Live Earth shows.

The other cities hosting the concerts are New York, London, Shanghai, Tokyo, Rio de Janeiro and Johannesburg.

The event, which is aimed at prompting governments and business to help reduce carbon emissions, will be held over 24 hours and watched by an audience estimated at two billion people.

Sydney concert promoter Michael Chugg today confirmed Higgins and Crowded House would perform on the Australian bill alongside Toni Collette with her band The Finish, Rob Hirst and Ghostwriters, Jack Johnson, The John Butler Trio, Wolfmother, Eskimo Joe, Paul Kelly, Sneaky Sound System and Melbourne band King Brown.

Higgins, whose current album is at number one on the Australian charts, said music was one of the most effective ways to reach a greater audience and spread the word on such an important issue.

"When you have a public profile you have a bit of a responsibility to lend your name and your face to something that has importance to it," she said.

"I think we all know that we're not experts on climate change, we're just trying to raise awareness on something that we all realise is probably the most important issue of our lifetimes."

Higgins and her band say they have performed a carbon neutral tour by adopting greener power saving measures, hiring hybrid cars and offsetting any excess power usage with carbon credits.

Crowded House frontman Neil Finn said his band was willing to do the same.

Finn said Crowded House's involvement at Live Earth would be a "good bookend" for the band, almost 11 years after the group last played in Sydney at a farewell concert at the Opera House.

"Although the nature of this is different ... it is a nice symmetry for us that perhaps our re-emergence can have, in small part, be part of something greater and better," Finn said.

Fellow band member Nick Seymour said he did not think the band should have broken up when it did.

"I've been playing all the Crowded House catalogue in my bedroom and I've got all my moves, that are still there, and the hipsters are still hanging in the cupboard and they still fit."

The Live Earth project is the brainchild of humanitarian concert organiser Kevin Wall and former US Vice-President Al Gore.

"Live Earth will touch over two billion people with 24 hours of live music across seven continents and with an urgent, hopeful message to trigger a worldwide movement to combat the climate crisis and successfully solve it," Mr Gore said in a pre-recorded address.

Live Earth events are billed as carbon-neutral, using recycled paper for ticketing and the ticket price includes public transport to the venues.

Tickets to the Sydney concert go on sale for \$99 on Friday May 18.

Foxtel today announced it had secured the exclusive Australian TV rights to the entire 24-hour event.

THE SYDNEY MORNING HERALD

Live Earth line-up revealed



It's hot out there ... Missy Higgins, Rob Hirst and Toni Collette at today's announcement of the Live Earth line-up.

Photo: *Dallas Kilponen*

Emily Dunn
May 8, 2007

It has been one of the worst-kept secrets in the music business but organisers of Live Earth in Sydney today confirmed the line-up for the July climate-change awareness concert.

Crowded House, who revealed last week at the Coachella music festival in the United States they would perform at the event, were confirmed as headliners.

"I was excited about the prospect of coming here today and announcing Crowded House as the headliners of the Live Earth Concert," music promoter, Michael Chugg said.

"Of course this was before I picked up a newspaper and read that Neil had got carried away at Coachella and dropped the magic word."

It will be the first time Crowded House have played in Australia since their Farewell to the World concert on the Opera House forecourt in 1996.

"It is a good booking for us and we went out in a memorable way and Sydney puts on an event like this like no other city," Crowded House frontman, Neil Finn said.

"The fact that some of the benefit of that concert at the Opera House went to the Sydney Children's Hospital there is a nice symmetry for us that perhaps our re-emergence can be part of something greater."

The Sydney Live Earth at Aussie Stadium will be the first in a global series of concerts on July 7, ending in the United States.

Founded by Kevin Wall, who produced the 2005 Live 8 concert series, the concert is partnered by former US vice-president Al Gore.

Other acts confirmed to play in Sydney are Missy Higgins, Jack Johnson, Wolfmother, The John Butler Trio, Paul Kelly and Toni Collette with her band, The Finish.

Rob Hirst will perform with his new band Ghostwriters rather than in the role for which he is best known, as drummer for Midnight Oil, who reformed most recently for the Wave Aid concert to benefit victims of the 2005 tsunami.

The Live Earth concerts around the world will mark the formation of new green event guidelines for carbon neutral concerts and other live events.

Tickets are \$99 and go on sale next Friday, May 18, with proceeds going to Australian organisations combating climate change.

The ticket price includes public transport to the venue.

THE SYDNEY MORNING HERALD

Stars align for the planet's future



Earth bound ... from left, the Live Earth performers Nick Seymour, Missy Higgins, Rob Hirst and Neil Finn at yesterday's news conference.

Photo: *Dallas Kilponen*

Emily Dunn Entertainment Writer

May 9, 2007

IT IS billed as the rock'n'roll show to combat global warming, but the Sydney leg of the Live Earth global concert series is unlikely to feature a return to the stage by the Opposition's climate change spokesman, Peter Garrett.

Organisers yesterday confirmed the line-up for the July 7 show at Aussie Stadium (the international line-up was announced last month).

Midnight Oil, which re-formed in 2005 to play at the tsunami relief WaveAid concert, had been tipped to play at the event, which will be headlined by Crowded House. At a media launch yesterday, Midnight Oil's former drummer Rob Hirst confirmed he would play with his new band, Ghostwriters. "We should never say never about Midnight Oil getting together and playing. After all, our lead singer is not dead; he has suffered a far worse fate," Hirst said of the former frontman Garrett, who was unavailable for comment yesterday.

Sydney will be the first of seven cities in the 24-hour Live Earth series, founded by Kevin Wall (who produced the 2005 Live 8 concert series) and partnered by the Alliance for Climate Protection, which is headed by the former US vice-president Al Gore.

Other performers confirmed for Sydney include Missy Higgins, Jack Johnson, the John Butler Trio, Eskimo Joe, Paul Kelly, Toni Collette & the Finish, and Wolfmother.

Neil Finn and Nick Seymour of Crowded House also officially confirmed their appearance yesterday. It will be the first Australian performance by the band since their Farewell to the World concert in the Opera House forecourt in 1996.

"The fact that some of the benefit of that concert at the Opera House went to the Sydney Children's Hospital, there is a nice symmetry for us that perhaps our re-emergence can be part of something greater," Finn said.

The Live Earth concert series will also mark the establishment of guidelines for carbon-neutral concerts and other live events - a trend that Australian artists such as Higgins and Butler already support.

Proceeds from Sydney ticket sales will be distributed to Australian environment organisations working to raise awareness of global warming. The \$99 tickets go on sale on May 18 and include public transport to the venue.

Daily Telegraph

Missy Higgins joins Live Earth

By Kathy McCabe

May 07, 2007 10:00pm



Earth girl ... Missy Higgins is having an carbon neutral tour

MISSY Higgins proved an appropriate addition to the line-up for the Live Earth concert announced today at Aussie Stadium.

Higgins is currently on a carbon-neutral tour of Australia to launch her chart-topping second album, *On A Clear Night*.

"We've made our tour carbon neutral by using green energy to power the venues and hiring hybrid cars wherever possible. Everything else left over is being offset by carbon credits," she said.

Higgins joins headliners Crowded House, Wolfmother, Rob Hirst's Ghostwriters, John Butler Trio, Jack Johnson, Sneaky Sound System, Blue King Brown, Toni Collette and The Finish, Eskimo Joe and Paul Kelly for the concert at Aussie Stadium on July 7.

It will be the first of seven international events designed to further awareness of climate change and motivate a global movement to lobby governments and corporations to implement immediate solutions to combat the environmental crisis.

Live Earth Partner Al Gore said yesterday that more than two billion people are expected to attend or watch the event.

"The climate crisis is a global problem that requires a global response. That's exactly what Live Earth is. On 7/7/07, Live Earth will touch over 2 billion people with 24 hours of live music across 7 continents and an urgent, hopeful message to trigger a worldwide movement to combat the climate crisis. This movement begins here at Aussie Stadium," Gore said.

Tickets for the concert at Aussie Stadium will go on sale for \$99 via Ticketek on May 18.

The 50,000 tickets will be printed on recycled paper - as will all Ticketek coupons from now on - and will include a free public transport travel pass.

The pass will allow concertgoers to travel on buses and trains from anywhere in NSW for free.

All net proceeds will go to The Alliance for Climate Protection, other international non-Government organisations (NGOs), Australian NGOs and projects on the ground in Australia yet to be announced.

Spinal Tap to play Live Earth gig

Spoof rock band Spinal Tap will reform to play the Live Earth concert at Wembley Stadium in London in July.

The group, who were created for Rob Reiner's cult 1984 film *This Is Spinal Tap*, have been added to a bill that also includes Madonna and Genesis.

Reiner joked that Christopher Guest, who played guitarist Nigel Tufnel, thought global warming meant he was "wearing too much clothing".

Seven shows will take place around the world to highlight climate change.

The other concerts will be held in New Jersey, Sydney, Tokyo, Rio de Janeiro, Johannesburg and Shanghai.

Spinal Tap will share the London bill with acts including James Blunt, the Red Hot Chili Peppers, Snow Patrol and Duran Duran on 7 July.

The group, who have reunited several times since the film, are also releasing a new single called *Warmer Than Hell*.

Reiner, 60, has worked with environmental group the National Resources Defense Council for more than 20 years and is hoping the message will have a substantial effect.

He has also directed a new 15-minute film about the band's reunion, which will be shown at the opening night of the Tribeca Film Festival in New York on Wednesday.

Story from BBC NEWS:

<http://news.bbc.co.uk/go/pr/fr/-/2/hi/entertainment/6591253.stm>

Published: 2007/04/25 10:37:05 GMT

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Amps to 11 - Spinal Tap are back for Live Earth

Owen Gibson, media correspondent

Thursday April 26, 2007

Guardian

Turn the amps up to 11 and beware exploding drummers - spoof heavy metal band Spinal Tap are back, and this time they want to save the planet.

Not to be outdone by the glut of superannuated bands reforming this summer - including The Police and Genesis - the group will appear at the Wembley leg of the Live Earth concerts organised by Al Gore in his crusade against global warming.

The band - guitarist Nigel Tufnel, played by Christopher Guest, singer David St Hubbins (Michael McKean) and bassist Derek Smalls (Harry Shearer) - will also release a new single, *Warmer Than Hell*.

Spinal Tap famously went through a series of drummers, all of whom met unfortunate ends. Last night the original trio made an unexpected appearance on screen at the opening of New York's Tribeca film festival.

Rob Reiner, the director of the original 1984 mockumentary, *This is Spinal Tap*, who will also appear on stage with the band on July 7, made the 15-minute short to explain why they had decided to re-form.

According to the film, Nigel has been working as a farmhand raising miniature horses; David is a hip-hop producer who runs his studio from a colonic irrigation clinic; and Derek is in rehab for addiction to the internet.

"They're not that environmentally conscious, but they've heard of global warming," said Reiner, who went on to direct films including *When Harry Met Sally*. "Nigel thought it was just because he was wearing too much clothing."

The festival, opened last night by Mr Gore, also features films on the theme of global warming produced by the Save Our Selves campaign, which is organising the Live Earth concerts around the world.

Spinal Tap will appear alongside Madonna, Razorlight, the Red Hot Chili Peppers and others at Wembley Stadium, while the US lineup includes the Police, Bon Jovi and Kanye West.

The group previously reformed in 1992 to record the *Break Like the Wind* album and again in 2001 for their *Back From the Dead* Tour. Fans include Ricky Gervais and Liam Gallagher, who, according to brother Noel, thought they were real.

Reiner, who has long been associated with environmental causes, said yesterday: "There will be marching orders for people. Not only from a personal standpoint of what individuals can do in their lives, but a macro-perspective with respect to the public sector and government."



Spinal Tap Enters Live Earth Orbit

by Natalie Finn

It won't bring all their deceased drummers back to life, but Live Earth 2007 *has* served to reunite the surviving members of Spinal Tap.

The ersatz British metalheads will show their green side this summer at the U.K. installment of Live Earth, where they'll put in their two cents (or sing "Gimme Some Money") about the fight against global warming.

Spinal Tap, composed of guitarist Nigel Tufnel, singer-guitarist David St. Hubbins and bassist Derek Small (aka Christopher Guest, Michael McKean and Harry Shearer) has been largely dormant for most of the new millennium, with their last big-time reunion coming in 2001 for their nine-city Back from the Dead tour, which included a stop at Carnegie Hall.

In addition to Spinal Tap's upcoming eco-friendly performance, a new 15-minute film directed by *This Is Spinal Tap* visionary Rob Reiner that brings fans up to date on the band's position on the environment is slated to screen tonight at the Tribeca Film Festival.

The New York fest kicked off earlier today with several global warming-themed short films produced by Live Earth organizer Save Our Selves, which counts Al Gore as a major partner.

Reprising his 1984 role as mockumentarian Marty DeBergi in the new short, simply called *Spinal Tap*, Reiner dishes about how he introduced the term "global warming" into the international lexicon and the band discusses their philanthropic past, including their campaigns to help ferrets and better the lives of people with high insteps.

"They're not that environmentally conscious, but they've heard of global warming," Reiner told the Associated Press. "Nigel thought it was just because he was wearing too much clothing—that if he just took his jacket off it would be cooler."

When they take the stage in July, the masters of hard-rockin' absurdity will be unveiling their new single "Warmer Than Hell." Here are a couple of lines from the sure classic, courtesy of Reiner:

*"The devil went to Devon, it felt like the fourth degree/
He said, 'Is it hot in here, or is it only me?"*

"What I think is going to be nice about this whole effort is there will be marching orders for people," Reiner, a longtime environmental and political activist, told the AP. "Not only from a personal standpoint of what individuals can do in their lives, but a macro perspective with respect to the public sector and government."

All of which must sound like so many big words to Nigel, David and Derek. Maybe if someone writes it down on a napkin...

Spinal Tap joins Madonna, Red Hot Chili Peppers, Beastie Boys, Foo Fighters, Duran Duran and various other legit artists already confirmed for the all-day event July 7 at London's Wembley Arena. Other concerts will take place in New Jersey, Shanghai, Sydney, Johannesburg and cities still to be determined in Japan, Brazil and Antarctica.



Spinal Tap to play Wembley

Band joins Live Earth concert

By **GORDON MASSON**

Wembley Stadium in London will witness the reunion of mock heavy-metal outfit Spinal Tap as part of the lineup for Al Gore's Live Earth global concerts July 7.

Band, featured in the 1984 mockumentary "This Is Spinal Tap," announced its participation in the environmental awareness concerts Wednesday, when the pic's director, Rob Reiner, preemed a 15-minute film on the band's reunion at the Tribeca Film Festival in New York.

The band's original members, guitarist Nigel Tufnel, singer David St. Hubbins and bassist Derek Smalls (actors Christopher Guest, Michael McKean and Harry Shearer, respectively) will take to the Wembley stage before an estimated audience of 80,000 and countless millions of television viewers around the world.

In keeping with the Live Earth theme, Spinal Tap also will release a new single, appropriately entitled "Warmer Than Hell."

Spinal Tap will join a lineup in London that already includes Madonna, Genesis, Foo Fighters, Red Hot Chili Peppers, James Blunt, Duran Duran, Snow Patrol, Razorlight and Damien Rice.

THE ARTS

Al Gore helps kick off Tribeca Film Festival

By Paul Lieberman
Times Staff Writer

April 26, 2007

New York — THIS year's Tribeca Film Festival has something in common with this year's Academy Awards: Al Gore, "the world's hottest leading man," as Mayor Michael R. Bloomberg described him at the festival's kickoff Wednesday.

Gore was not here to show his Oscar-winning "An Inconvenient Truth" documentary, however, but to host the opening gala of nine short "Live Earth Films" on environmental issues: one asking children, "How long do you think the Earth will last?" and another marking a reunion of Rob Reiner's spoof heavy-metal band Spinal Tap. Reiner played a snippet of the film that reprises the cast from his 1984 mockumentary, "This Is Spinal Tap."

"When I heard that you were going to reunite ... that just did it for me," former Vice President Gore quipped to the media. This time, the dim-witted band members reminisce about doing concerts for causes, particularly a "Save the Ferrets" campaign.

The Tribeca opening night was a promotion for a cause: the July 7 worldwide "Live Earth" concert that will raise funds for the Alliance for Climate Protection, of which Gore is chairman.

While Tribeca has, since its post-Sept. 11 inception, always featured films with current event themes it has embraced lighter fare, as well. This year's 12-day lineup of 157 features and 88 shorts includes the premiere of "Spider-Man 3," a marathon of sports films and an outdoor screening of a documentary about break dancers, "Planet B-Boy," and a dance tribute to James Brown.

Gore praised Bloomberg's recent "gutsy" environmental proposals, which include imposing a fee — \$8 for cars and \$21 for trucks — on vehicles entering congested Lower Manhattan. Also citing the initiatives of California's Republican Gov. Arnold Schwarzenegger, Gore said it

showed that climate change "is not a partisan issue."

Gore did not say whether he'd give Bloomberg the autograph he requested. "It's for my mother," the mayor said. "But if you could make it out to 'Mike.' "

Spinal Tap reunites to fight climate change

Wed Apr 25, 2007 3:50PM EDT

By Claudia Parsons

NEW YORK (Reuters) - The spoof heavy-metal band immortalized by the mock documentary "This is Spinal Tap" has reunited to join a campaign to save the world from global warming.

Director Rob Reiner, whose 1984 film set the bar for the "mockumentary" genre, has made a new short film called "Spinal Tap" as part of a campaign dubbed SOS/Live Earth. The band will also play in London at one of 7 Live Earth concerts on July 7.

"I'm here today to talk about something even more important than me or extremely loud music," Reiner -- in character as film-maker Marti DeBergi -- says in the new film which is to help open the Tribeca Film Festival on Wednesday.

"Spinal Tap" and eight other short films -- the first of 60 that have been commissioned for the campaign -- will be posted on the Web site www.liveearth.msn.com from Thursday.

In Reiner's original film, he plays documentary maker DeBergi who accompanies the fictitious English band Spinal Tap on a U.S. tour. The film became a cult favorite as a satirical send-up of the music business.

In the new film, Reiner, reprising his role, takes credit for coining the term "global warming." The band members discuss their long history of charity work, such as campaigns to help ferrets -- by raising money to feed them Caesar salad -- and to help people with high insteps.

"Spinal Tap" will be a highlight of Wednesday's opening night gala of the Tribeca Film Festival, which was created after the September 11 attacks as a way to revitalize downtown Manhattan after the destruction of the World Trade Center.

The gala will be hosted by former Vice President Al Gore, whose environmental film "An Inconvenient Truth" won an Oscar for best documentary earlier this year.

Describing himself as a "recovering politician" rather than a filmmaker despite his Oscar success, Gore said the SOS/Live Earth campaign and the short films aimed to show people how they can make a difference and help the environment.

"Solving this crisis means first of all getting the attention of people all over the world for the fact that we do have a planetary emergency," Gore told a news conference at which Reiner unveiled a clip of his film.

Tribeca Festival co-founder Jane Rosenthal said the environmental theme was a natural choice for a festival born out of "an act of war" and which has consistently shown films aimed at provoking debate.

"The festival's initial goal was to help bring people back to the streets of lower Manhattan," Rosenthal said. "Now our goal is to help bring people back to their senses."

The 157 feature films and 88 short films include plenty on weighty issues such as genocide in Darfur ("The Devil Came on Horseback"), a homosexual love affair between an Israeli and a Palestinian ("The Bubble") and U.S. soldiers' treatment of detainees in Afghanistan ("Taxi to the Dark Side").

On the lighter side, "Spider-Man 3" will have its U.S. premiere at Tribeca before it opens in theaters on May 4.



Spinal Tap to reunite for Live Earth

By Jake Coyle, AP Entertainment Writer

NEW YORK — Spinal Tap is back, and this time the band wants to help save the world from global warming.

The mock heavy metal group immortalized in the 1984 mockumentary, *This is Spinal Tap*, will reunite for a performance at Wembley Stadium in London as part of the Live Earth concerts scheduled worldwide for July 7.

The original members of Spinal Tap will be there: guitarist Nigel Tufnel (played by Christopher Guest), singer David St. Hubbins (Michael McKean) and bassist Derek Smalls (Harry Shearer). Rob Reiner, who both directed *This is Spinal Tap* and played the fake documentarian Marty DeBergi in the film, will also be in attendance.

A new 15-minute film directed by Reiner on the band's reunion will also play at the opening night of the Tribeca Film Festival in New York on Wednesday. The slate for the opening gala, to be hosted by Al Gore, was previously announced, excepting the Reiner short.

The festival is to open with a showing of several global warming-themed short films produced by the SOS (Save Our Selves) campaign. SOS is also putting on the Live Earth concerts, to be held across seven continents.

Reiner spoke to The Associated Press on Tuesday to explain the reunion of Spinal Tap — a band always known more as a parody of rock 'n roll excess than environmental awareness.

"They're not that environmentally conscious, but they've heard of global warming," said Reiner, whose other films include *When Harry Met Sally* and *Stand By Me*. "Nigel thought it was just because he was wearing too much clothing — that if he just took his jacket off it would be cooler."

Spinal Tap has reunited several times since the film, but hasn't for a number of years. For the band — whose last album was 1992's *Break like the Wind*— the occasion warranted a new single: *Warmer Than Hell*.

Reiner provided a sneak peak at the lyrics: "The devil went to Devon, it felt like the fourth degree/ He said, 'Is it hot in here, or is it only me?'"

The director said the new short film explains what the band has been doing with their lives lately. Nigel has been raising miniature horses to race, but can't find jockeys small enough to ride them; David is now a hip-hop producer who also runs a colonic clinic; and Derek is in rehab for addiction to the Internet.

Reiner, 60, has for over 20 years worked with the National Resources Defense Council, an environmental action organization. Though the Spinal Tap reunion will be a lot of laughs, he hopes the SOS short films program and the Live Earth concerts have a substantial effect.

"What I think is going to be nice about this whole effort is there will be marching orders for people," said Reiner. "Not only from a personal standpoint of what individuals can do in their lives, but a macro perspective with respect to the public sector and government."

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AP Photo/Stuart Ramson

NEW YORK (AP) -- The sixth annual Tribeca Film Festival opened Wednesday night at a gala hosted by former Vice President Al Gore as the festival expanded its social mission with a slate of global warming-themed films.

The festival, which was founded after the Sept. 11 attacks to rejuvenate Lower Manhattan, opened with the premiere of nine short films produced by SOS (Save Our Selves), an organization to raise awareness on climate change.

The night signified not only the opening of this year's festival, but also the growing connection between filmmakers and the issue of global warming. Gore, who starred in the Oscar-winning documentary "An Inconvenient Truth," said artists play an important role in the movement.

"Art, music, film, dance, poetry - all the arts - have long been our greatest tools to explore the regions of imagination that defy our efforts to think rationally about subjects that our emotions tell us are too painful to contemplate," he said.

Gore spoke optimistically of the potential for change. "Somehow, we do have to penetrate that shell of denial," he said.

Tribeca, which held its first festival in 2002, was founded by Robert De Niro, his producing partner, Jane Rosenthal, and her husband, the entrepreneur Craig Hatkoff.

"The Tribeca Film Festival sprang from needs of community," Rosenthal said. "We've learned that every bit helps."

Though festivals customarily open with the premiere of a high-profile feature-length film, Rosenthal told The Associated Press ahead of Tribeca's opening that the decision was easy.

"I don't know what a traditional festival is," Rosenthal said. "Being able to shine a light on an issue and show interesting short films is better than showing some mediocre movie."

SOS founder Kevin Wall said the organization has commissioned 60 short films. The nine shown Wednesday night generally ran about five minutes long and sometimes felt like public service announcements.

They included visions of a flooded New York City, an animated hippo and turtle talking about

changing temperatures, footage from a giant landfill in Brazil and a reminder of the especially harsh effect global warming is expected to have on Africa.

Directors Heidi Ewing and Rachel Grady, whose documentary "Jesus Camp" played at Tribeca last year and went on to land an Oscar nomination, showed a film entitled "One Less Car" that showed the benefits of riding a bike in New York City.

Rob Reiner, whose films include "When Harry Met Sally" and "Stand By Me," presented a 15-minute film on the reunion of Spinal Tap, the mock heavy metal band immortalized in his 1984 mockumentary "This Is Spinal Tap."

The band will play in London on July 7 as part of the global Live Earth concerts, also produced by SOS. The concerts will raise funds for the Alliance for Climate Protection, of which Gore is chairman.

The festivities concluded with a three-song set from Jon Bon Jovi. He played Leonard Cohen's "Hallelujah," his own "Livin' on a Prayer" and the Beatles' "Here Comes the Sun."

"I'm not here to pick a fight," Bon Jovi said. "I'm here as a dad; I'm here as a husband; I'm here as a citizen of the country and the world."

Others in attendance included Martin Scorsese, Petra Nemcova, Jimmy Fallon, Diego Luna, Christopher Walken, Paul Haggis and Josh Lucas.

At a press conference earlier Wednesday for the festival - which runs until May 6 - New York Mayor Michael Bloomberg called Gore "the world's hottest leading man."

Live Earth attracts 203,000 fans

More than 200,000 people registered for tickets to the Live Earth concert at Wembley Stadium, organisers have said.

Interested fans had 72 hours from Friday to Monday to register before a ballot to distribute the £55 tickets.

Madonna, James Blunt and the Red Hot Chili Peppers are among the 17 acts confirmed for the concert, which aims to raise awareness of climate change.

Those who have secured one of the July show's 60,000 tickets will be informed by text message on Wednesday.

Global event

The Wembley show is one of seven planned to take place in major cities around the world over a single 24-hour period.

"Live Earth is featuring the world's biggest artists across all seven continents to unite an enormous global audience to take action against global warming," Live Earth founder and executive producer Kevin Wall said.

"We're not only putting together the world's biggest live shows, we've developed an unprecedented broadcast architecture to reach a truly global audience."

Under pressure from the government and organisers, online auction site eBay banned the sale of Live 8 tickets, which were won through a text contest in 2005.

Live 8 organiser Bob Geldof had branded the attempted sale of the free tickets as "sick profiteering".

This time eBay says that people in the UK who want to sell their £55 Live Earth tickets would be required to donate at least 20% of the final sale price to charity.

A spokesman said that sellers would be strongly encouraged to donate the money to Stop Climate Chaos, the official organisation supporting the Live Earth concert in the UK, or to another charity supporting the climate change agenda.

He added: "Although the charity will have benefited from the original sale of the ticket, we think it makes sense to use our charity fundraising programme to ensure that good causes benefit from the resale of any spare tickets on the site.

"As a result, users who decide to resell their tickets will be required to donate at least 20% of their final value fee to good causes through our charity fundraising platform."

The London show will be broadcast live on BBC television and radio and shown in 120 countries.

Story from BBC NEWS:
<http://news.bbc.co.uk/go/pr/fr/-/2/hi/entertainment/6563387.stm>

Published: 2007/04/17 21:00:28 GMT

Madonna heads UK Live Earth bill

Madonna, Genesis, James Blunt and the Red Hot Chili Peppers will be among the headliners at the London show of the global series of Live Earth concerts.

They will be joined at Wembley Stadium by groups including Foo Fighters, Duran Duran, Snow Patrol and Razorlight.

Seven Live Earth shows will take place around the world on 7 July as a way of highlighting climate change.

In the US, The Police, Kanye West and Bon Jovi will be among the artists at the Giants Stadium in New Jersey.

LONDON HIGHLIGHTS

Red Hot Chili Peppers (above)
Madonna
Snow Patrol
James Blunt
Genesis

The Smashing Pumpkins, Alicia Keys, Kelly Clarkson, KT Tunstall, Fall Out Boy and Pink Floyd legend Roger Waters will also perform at the US leg.

More acts are still to be announced for both venues. There will also be concerts in Johannesburg, Rio de Janeiro, Shanghai, Sydney and Tokyo.

The diverse London line-up also includes rap group The Beastie Boys, singer-songwriters David Gray and Damien Rice and R&B pianist John Legend.

The Black Eyed Peas, Bloc Party, Corinne Bailey Rae, Keane and Paolo Nutini complete the Wembley bill so far.

Tickets for the UK show will be allocated by a ballot and fans must register their interest online for 72 hours from 1200 BST (1100 GMT) on Friday.

US HIGHLIGHTS

The Police (above)
Bon Jovi
Roger Waters
Kanye West
Kelly Clarkson

Tickets, priced £55, will be limited to two per person and can be bought from 18 April.

Fans can buy tickets for the US show from 1000 EDT (1500 GMT) on 16 April.

The concerts aim to set a "green example" for other music events by using measures such as eco-friendly electricity, sustainable lighting and carbon-neutral travel.

Former US Vice-President Al Gore, who is one of those involved in organising the events, said he expected Live Earth to attract "an audience of billions".

"We hope Live Earth will launch a global campaign, giving a critical mass of people around the world the tools they need to help solve the climate crisis," he said.

All profits will go to organisations including the Alliance for Climate Protection, the Climate Group and Stop Climate Chaos.

The BBC has confirmed that it will be broadcasting the concerts on TV and radio in the UK.

VOTE Will Live Earth make you think about climate change? **Yes No** Results are indicative and may not reflect public opinion

Story from BBC NEWS:

<http://news.bbc.co.uk/go/pr/fr/-/2/hi/entertainment/6540277.stm>

Published: 2007/04/10 12:29:56 GMT

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Madonna and Chili Peppers top Live Earth bill

By Martin Beckford

Last Updated: 1:13am BST 11/04/2007

Madonna and the Red Hot Chili Peppers are among a host of world-famous acts who will play a concert at the new Wembley Stadium to highlight the threat of climate change.

Keane, Razorlight, Snow Patrol, the Beastie Boys and the Black Eyed Peas will also perform on July 7, alongside rock and pop veterans such as Genesis and Duran Duran.

The London event is just one of seven concerts taking place worldwide in a campaign to publicise climate change, known as SOS (Save Our Selves), which is being headed by the former US vice-president turned environmental crusader Al Gore.

More than 100 bands will play at the seven concerts, taking place in Japan, Brazil, the US, Shanghai, Johannesburg and Sydney as well as Wembley, and it is hoped more than two billion people will follow the 24-event on TV, radio and the internet.

Mr Gore said: "By attracting an audience of billions we hope Live Earth will launch a global campaign giving a critical mass of people around the world the tools they need to help solve the climate crisis.

"But ultimately, corporations and governments must become global leaders taking decisive action to stop global warming."

Proceeds from the concerts will go towards a foundation to combat climate change. Announcing the details of the concert today, Live Earth founder Kevin Wall said: "This monster line-up will ensure Live Earth meets our goal of bringing together people from around the world to combat the climate crisis.

"Live Earth will not only span all seven continents, but the musicians who have answered

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Flea and Anthony Kiedis of the Red Hot Chili Peppers performing in Australia

[Live Earth Press Kit](#)
press@liveearth.org

our call span multiple genres and generations."

Those who want to go to the London concert must register their details at www.livenation.co.uk/liveearth from midday on Friday. Tickets, which will cost £55, will then be allocated by ballot.

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From Times Online

April 10, 2007

Madonna to headline Live Earth concert



Veronica Schmidt

Madonna, Foo Fighters and the Red Hot Chili Peppers are among the acts that will take the stage at Wembley Stadium in July to publicise the dangers of climate change.

Razorlight, Beastie Boys, Corrine Bailey Rae and the Black Eyed Peas are also part of the line-up, announced today.

The London concert is part of the Live Earth event taking part across the world on Saturday, July 7.

Concerts in America, Australia, South Africa, Japan, China and Brazil will form part of a global publicity drive headed by former US vice president Al Gore.

Announcing the London concert's line-up today, Live Earth Founder and Executive Producer Kevin Wall said: "This monster line-up will ensure Live Earth meets our goal of bringing together people from around the world to combat the climate crisis.

"Live Earth will not only span all seven continents, but the musicians who have answered our call span multiple genres and generations."

Others taking part in the London concert include Snow Patrol, Keane, James Blunt, Damien Rice, David Gray, John Legend, Genesis, Duran Duran, Block Party, and Paolo Nutini

The full global line-up will feature more than 100 acts with proceeds from ticket sales going to a new foundation to combat climate change led by the Alliance for Climate Protection, currently chaired by Mr Gore.

Tickets for the London concert will cost £55 and will be allocated by ballot.

Ticket registration opens at midday on Friday, April 13 on the [Live Earth website](#).

Madonna and Red Hot Chili Peppers on Live Earth line-up

London leg of climate change concert will also bring together Bloc Party, Razorlight and Duran Duran

Rosie Swash
Tuesday April 10, 2007

Guardian Unlimited

Madonna, Bloc Party and Razorlight are among the acts set to take part in Live Earth, a global series of concerts aimed at raising awareness of climate change.

Red Hot Chili Peppers, Keane and Duran Duran are also scheduled to perform at Wembley Stadium on July 7, the focal point of a series of gigs due to take place worldwide and inspired by former US vice-president Al Gore.

Confirming [the seventeen headliners](#) who will perform at Wembley in a gig reminiscent of the original Live Aid, Mr Gore said: "By attracting an audience of billions, we hope Live Earth will launch a global campaign giving a critical mass of people around the world the tools they need to help solve the climate crisis."

Live Earth concerts are also scheduled to take place in Sydney, Rio De Janeiro, Johannesburg, Tokyo and Shanghai. The founder of Live Earth, Kevin Wall, said: "This monster line-up will ensure Live Earth meets our goal of bringing together people from around the world to combat the climate crisis."

Live Earth hopes to reach an audience of up to two billion people for the concerts by streaming the 24-hour event online as well as broadcasting it on TV.

In anticipation of a huge demand for the Wembley show, tickets will be allocated by ballot, and those wishing to purchase one for £55 will have to pre-register between April 13 and 16. Successful applicants will be notified on April 18. For further ticketing information [click here](#).

From **The Times**

April 11, 2007

Live Earth to spread gospel that 'green' living can save the planet

Adam Sherwin, Media Correspondent

It took Bob Geldof's persuasive powers to rally support in aid of Africa. Now Al Gore is hoping to help to save the planet with a day of global concerts designed to raise awareness of climate change.

Madonna and the Police will be the star attractions at a series of concerts stretching from London to Shanghai organised by Mr Gore, the former US Vice-President, to raise awareness of climate change.

More than 100 acts will take part on five continents in the Live Earth event, scheduled to take place on July 7. The organisers hope to reach an audience of two billion people via television, radio and the internet.

Red Hot Chili Peppers, the reformed Genesis and Madonna will be headline attractions at the British concert, which will be staged at the new Wembley Stadium.

Star names will appear at events in the United States, Australia, Brazil, South Africa, Japan and China during a day of music that organisers say will "deliver a call to action" on global warming — and provide some practical solutions to dealing with climate change.

Mr Gore said: "By attracting an audience of billions, we hope that Live Earth will launch a global campaign giving a critical mass of people around the world the tools they need to help to solve the climate crisis."

The concerts are modelled on Bob Geldof's Live8 event in 2005, which focused attention on debt relief for Africa.

But Mr Gore recognises that rock stars alone cannot save the world. "Ultimately, corporations and governments must become global leaders taking decisive action to stop global warming," said Mr Gore, whose documentary on climate change, *An Inconvenient Truth*, won two Oscars.

Mr Gore has called for emissions of carbon dioxide by the US, the largest source of greenhouse gas, to be pegged at present levels.

A novice as a stadium rock promoter, Mr Gore has engaged Kevin Wall and Harvey Goldsmith, the producers of Live8, to secure his wish list of music megastars. However, the organisers of Live Earth are aware that the concerts themselves will require a vast amount of kilowatt-hours (kWh) of electricity to be staged.

They have hired John Picard, a sustainability expert and former member of President Clinton's White House environmental task force, to help to generate the first "green" stadium rock shows. The electricity used at the concerts will be from biodiesel generators and renewable utility supplies.

Food and drink sellers will be directed to suppliers of agricultural or biodegradable plastics such as those made from corn. A comprehensive recycling system for waste is promised at each venue.

Vehicles used to transport the likes of Madonna and Kanye West to the stage will be petrol-electric hybrids or run on other clean fuel sources. VIP air travel required to get stars to the stadiums will be offset by carbon credits.

A spokesman for Live Earth said: "We hope to implement a new green event standard that will become the model for carbon-neutral concerts and other live entertainment events."

More acts will be announced for the shows, with Bruce Springsteen, Kylie Minogue, Muse and Bono in the organisers' sights.

Tickets for the London show cost £55 and will be allocated by ballot to minimise touting. Fans will be able to pre-register for them at www.livenation.co.uk/liveearth on Friday.

The Police headline an array of big names who have agreed to perform at New Jersey in the Giants Stadium. Proceeds from the shows will go to the Alliance for Climate Protection, which is chaired by Mr Gore. But the concerts themselves will cost millions of dollars to stage, and corporate sponsorship is being sought.

Madonna to sing at Live Earth

Tue Apr 10, 2007 11:46AM BST

LONDON (Reuters) - Madonna and the Red Hot Chili Peppers are among acts expected to perform at the Live Earth concert in London on July 7 to raise awareness about climate change, organisers said on Tuesday.

Built on the model Bob Geldof used for the anti-poverty Live 8 concerts in 2005, Live Earth will be held in Johannesburg, London, Rio de Janeiro, Shanghai, Sydney and Tokyo.

A U.S. venue has yet to be finalised as environmental campaigner Al Gore faces Republican opposition to holding one of the seven gigs in Washington.

"By attracting an audience of billions, we hope Live Earth will launch a global campaign giving a critical mass of people around the world the tools they need to help solve the climate crisis," Gore said in a statement.

Gore, whose climate change documentary "An Inconvenient Truth" won an Oscar this year, is spearheading efforts to recruit the world of pop music to his cause.

Also due to appear at Wembley Stadium are Beastie Boys, Black Eyed Peas, Corinne Bailey Rae, Duran Duran, Genesis, James Blunt and Snow Patrol.

Registration for tickets to the London concert opens from April 13 to 16 on the Web site www.livenation.co.uk/liveearth.

Organisers are hoping to attract an audience of up to two billion people.



Apr 10 2007 8:17 AM EDT

Kanye, Fall Out Boy, Kelly Clarkson Lead Live Earth's U.S. Lineup

Smashing Pumpkins, Ludacris, Akon, Police will also perform at New Jersey's Giants Stadium on July 7.

By Chris Harris

Live Earth concert organizers have revealed the lineups for both the U.S. and London legs of what will be a worldwide series of Live Aid-like concerts, scheduled for July 7.

The U.S. portion of Live Earth, announced early Tuesday (April 10), will take over New Jersey's Giants Stadium, and feature an all-star lineup led by Kanye West, Fall Out Boy, AFI, Akon, Kelly Clarkson, Ludacris, Rihanna, and the reunited Smashing Pumpkins. The Police, Bon Jovi, Dave Matthews Band, Roger Waters, Alicia Keys, Faith Hill and Tim McGraw, John Mayer, KT Tunstall, and Melissa Etheridge are among the other artists confirmed to perform at the U.S. Live Earth event.

Wembley Stadium will serve as the site for London's Live Earth concert, which will feature performances by Madonna, Red Hot Chili Peppers, Beastie Boys, Black Eyed Peas, Foo Fighters, Bloc Party, Duran Duran, Genesis, Corinne Bailey Rae, James Blunt, John Legend, Keane, and Snow Patrol.

The gigs, organized by environmental advocate and former Vice President Al Gore as a means of raising awareness about global warming, will be spread out across all seven continents, with shows in London; Shanghai, China; Sydney, Australia; Johannesburg, South Africa; Rio de Janeiro, Brazil; and sites to be determined in Japan and Antarctica (see "["Snoop, Pharrell, Peas, Chili Peppers To Perform At Gore's Live Earth Gigs"](#)").

Proceeds raised by the Live Earth concerts will benefit the Alliance for Climate Protection, as well as other environmental organizations. "We hope the energy created by Live Earth will jump start a massive public education effort," Gore said in a statement. "Live Earth will help us reach

a tipping point that's needed to move corporations and governments to take decisive action to solve the climate crisis."

Tickets for the New Jersey show will go on sale Monday at 10 a.m. through Ticketmaster. Prices were not immediately available. The Live Earth concerts will commence in Sydney, and continue across all seven continents, ending with the U.S. gig.

The organizers of the Live Earth concerts — part of the Save Our Selves: The Campaign for a Climate in Crisis initiative launched by Gore, Pharrell Williams, Cameron Diaz and others — hope to attract an audience of up to 2 billion.

"Capping Live Earth with a blockbuster show like this will ensure we meet our challenge of building a mass audience to combat global warming," Live Earth founder and executive producer Kevin Wall said. "Live Earth will be a monumental event both in terms of entertainment and in turning the tide against global warming."

Gore's climate concert finds home in New Jersey

Tue Apr 10, 2007 6:43AM EDT

By Jeremy Pelofsky

WASHINGTON (Reuters) - Rebuffed in Washington, former Vice President Al Gore is taking his "Live Earth" rock concert to New Jersey.

The concert to raise awareness about global warming will be held on July 7 at Giants Stadium in New Jersey, just across the Hudson River from Manhattan, organizers said on Tuesday.

Gore had wanted to use the National Mall in Washington but two other groups had already obtained permits for that day. Then, an effort to stage the show on the nearby U.S. Capitol grounds was opposed by some Republicans in Congress.

"We had a number of cities all over the United States saying 'come here, come here,'" said Live Earth founder and executive producer Kevin Wall.

"New York and the state of New Jersey really wanted us to be there and went out of their way to accommodate us."

Artists at the Giants Stadium concert will include the Dave Matthews Band, the Police, Faith Hill and Tim McGraw, Ludacris, and close Gore friend and New Jersey native Jon Bon Jovi, organizers said.

It will be one of several concerts held on July 7 on each of the seven continents. The others are slated for Shanghai, Sydney, Johannesburg, London, Rio de Janeiro, Tokyo and Antarctica.

Organizers predict more than 1 million people will attend the shows, with millions more tuning in via the Internet, television, radio and wireless services.

Gore has embarked on a mission to warn that the world is facing a "planetary emergency" and has called for emissions of carbon dioxide by the United States, the largest source of the greenhouse gas, to be frozen at current levels.

Staging the concert on the Capitol grounds would require congressional approval and Gore ran into opposition from some Republicans, including Oklahoma Sen. James Inhofe, who has referred to global warming as a "hoax."

While one of New Jersey's other famous rock musicians, Bruce Springsteen, was not on the lineup on Tuesday, Wall hinted that he could be added.

"You think we've announced everything?" he said.

All-star lineup for Live Earth concerts

The U.S. show in Giants Stadium, one of seven worldwide, will include the Police and Kanye West.

By Randy Lewis
Times Staff Writer

April 11, 2007

Former Vice President Al Gore has secured the Police, Madonna, a reunited Genesis, the Red Hot Chili Peppers, Kanye West and dozens of other major rock, hip-hop, country and pop performers for his international Live Earth concerts on July 7 in hopes of focusing public attention on global warming.

Concerts will take place from New Jersey to London to Shanghai akin to the Live 8 concerts in 2005 that helped spur international action on Third World debt relief.

The performance in New Jersey, which will take place there after Congressional Republicans nixed Gore's request to hold the U.S. concert in Washington D.C., will feature the Police, West, Alicia Keys, Smashing Pumpkins, the Dave Matthews Band, Faith Hill, Tim McGraw and Kelly Clarkson, among others.

Madonna will appear at the London show in the recently refurbished Wembley Stadium along with the Chili Peppers, the Black Eyed Peas, Beastie Boys, Keane, Foo Fighters and others.

"This monster lineup will ensure Live Earth meets our goal of bringing together people from around the world to combat the climate crisis," said the event's founder and executive producer, Kevin Wall, in a statement issued today. Wall also produced the landmark Live 8 shows. "Musicians who have answered our call span multiple genres and generations."

Additional acts are expected to be added in coming weeks, with Bruce Springsteen and U2 among the acts reported to be under consideration.

randy.lewis@latimes.com



Al Gore's All-Star Live Earth Lineup

by Sarah Hall

When Al Gore throws a party, he doesn't mess around.

Organizers of the planet-spanning Live Earth concerts revealed on Tuesday the all-star lineups for the U.S. and U.K. legs of the event, set to take place July 7 at Giants Stadium in New Jersey and Wembley Stadium in London respectively.

The artists headlining the concert in the States include Alicia Keys, Kelly Clarkson, Dave Matthews Band, the Police and the Smashing Pumpkins, while the Beasties Boys, Madonna, Red Hot Chili Peppers, Black Eyed Peas and Duran Duran are among the acts slated to take the stage across the pond.

The 24-hour musical event will span all seven continents, with concerts at Johannesburg's Cradle of Human Kind, Sydney's Aussie Stadium, Rio de Janeiro's Copacabana Beach, Tokyo's Tokyo Stadium, Shanghai's Oriental Pearl Tower and an as-yet undetermined location in Antarctica.

Modeled after Bob Geldof's Live 8 and Live Aid concerts, which were designed to raise awareness of African poverty, Live Earth is intended to educate the planet on how to combat global warming.

"This monster lineup will ensure Live Earth meets our goal of bringing together people from around the world to combat the climate crisis," Live Earth founder and executive producer Kevin Wall said in a statement Tuesday.

The concerts will serve as the launching pad for a new initiative called Save Our Selves—the Campaign for a Climate in Crisis. Proceeds from the event will benefit the Gore-chaired Alliance for Climate Protection.

Organizers are hoping to reach an audience of 2 billion people over the course of the 24-hour event. More than 120 networks around the world will broadcast the concerts, with NBC and VH1 airing them in the U.S. The event will also be streamed live online by MSN.com.

Live Earth will kick off in Sydney on July 7 and progress across the globe, concluding with the performances at Giants Stadium.

"We hope the energy created by Live Earth will jump start a massive public education effort," Gore said in a statement. "Live Earth will help us reach a tipping point that's needed to move corporations and governments to take decisive action to solve the climate crisis."

Tickets for the shows go on sale Monday.

Here's a complete rundown of the artists slated to appear at the U.S. and U.K. Live Earth concerts:

U.S. lineup: AFI, Akon, Alicia Keys, Bon Jovi, Dave Matthews Band, Fall Out Boy, John Mayer, Kanye West, Kelly Clarkson, KT Tunstall, Ludacris, Melissa Etheridge, Rihanna, Roger Waters, Smashing Pumpkins, the Police.

U.K. lineup: Beastie Boys, Black Eyed Peas, Bloc Party, Corinne Bailey Rae, Damien Rice, David Gray, Duran Duran, Foo Fighters, Genesis, James Blunt, John Legend, Keane, Madonna, Paolo Nutini, Razorlight, Red Hot Chili Peppers, Snow Patrol.



Posted: Tue., Apr. 10, 2007, 9:13am PT

Live Earth finds U.S. home

Concert books Giants Stadium

By **PHIL GALLO**

Giants Stadium in East Rutherford, N.J., will be the North American site for 24-hour Live Earth concerts that will take place July 7 on seven continents.

The Police, Smashing Pumpkins, Roger Waters and Kanye West are among the 16 acts that will perform at the football stadium in the concluding event of the daylong series of concerts that will begin in Sydney.

Setting the North American location proved a bit troublesome for organizers, who had initially planned a Washington, D.C., event. But the Park Service said the National Mall was already booked, and Republicans blocked an effort to stage the concert on the lawn in front of the Capitol.

Focus then switched to New York, where Prospect Park, Randall's Island and Shea Stadium were considered. Giants Stadium at the Meadowlands has a greater capacity than the New York sites.

Live Earth co-chair Al Gore said the concerts are a massive public education effort, with the intention of getting "corporations and governments to take decisive action to solve the climate crisis."

Other acts on the U.S. bill are AFI, Akon, Alicia Keys, Bon Jovi, Dave Matthews Band, Fall Out Boy, John Mayer, Kelly Clarkson, KT Tunstall, Ludacris, Melissa Etheridge and Rihanna. Bill represents a far greater R&B quotient than most cause-oriented concerts and, beyond the top names, a much younger than usual collection of acts.

Organizers have also set the 17-act lineup for the London show at Wembley Stadium: Bill will be toplined by Beastie Boys, Genesis, Madonna and Red Hot Chili Peppers.

Concerts will be streamed live at LiveEarth.MSN.com.

Read the full article at:

<http://www.variety.com/article/VR1117962788.html>

Live Earth to rock Shanghai

(Shanghai Daily)

Updated: 2007-04-12 10:31

The Shanghai portion of the global 24-hour Live Earth concerts will be held at the square in front of the Oriental Pearl Tower on July 7.

Proposed by former United States Vice President Al Gore, the music event aims to promote awareness about global warming and what people can do to save energy. The concerts will begin in Sydney and continue across the globe including shows in London, Rio de Janeiro, Johannesburg, Tokyo and conclude in New Jersey. The concerts will be broadcast on NBC in the US and on more than 120 networks around the world. They are expected to reach a mass audience of more than two billion people through television, film, radio and the Internet.



The shows will feature more than 100 artists. Nearly 40 artists have already confirmed. The list includes Madonna, Black Eyed Peas, Beastie Boys, James Blunt and the Red Hot Chili Peppers in London, while Bon Jovi, Sheryl Crow, Roger Waters, Kelly Clarkson and The Police will take the stage in New Jersey.

Local promoter Shanghai Oriental Pearl Live Nation Entertainment and Sports Co Ltd said that Sarah Brightman is the only artist confirmed to perform in Shanghai thus far.

The company plans to invite five to seven international acts to Shanghai. Several Chinese artists will join them. A confirmed list of artists will be released next week.

Less than 3,000 tickets will be sold to cover costs.

SBS - WORLD NEWS AUSTRALIA

Live Earth to rock the globe

11.4.2007. 08:15:55

Madonna, Genesis, Bon Jovi and The Police will top the pop megastars rocking the world against climate change in seven mammoth concerts across the globe on July 7.

More than 100 acts will perform in the giant 24-hour Live Earth concert relay — the brainchild of former US vice president Al Gore — spanning Sydney, Tokyo, Shanghai, Johannesburg, London, Rio de Janeiro and New York.

Madonna, the Red Hot Chili Peppers and Genesis top the bill at London's Wembley Stadium while Bon Jovi, Smashing Pumpkins and the newly-reformed The Police will headline the concert at New York's Giants Stadium, organisers said.



The concerts promise to be carbon-neutral events, with everything from lighting the stages to how artists travel being offset. Emissions and waste will also be reduced to as little as possible.

Concert for the globe

"Live Earth — the concerts for a climate in crisis", dreamed up by politician-turned-environmental campaigner Gore, are intended to highlight the threat of climate change.

Organisers hope the concerts will raise awareness of the issue just as the 1985 Live Aid concerts raised awareness of starvation in Africa. They aim to reach over two billion people on television, radio and the Internet.

In London, Duran Duran, the Foo Fighters, the Black Eyed Peas, Keane, Snow Patrol, Bloc Party and the Beastie Boys will also perform at the 90,000-seater newly-redeveloped Wembley.

The New York concert also features Kanye West, Roger Waters, Ludacris, Dave Matthews Band, Kelly Clarkson and Melissa Etheridge.

"By attracting an audience of billions we hope Live Earth will launch a global campaign giving a critical mass of people around the world the tools they need to help solve the climate crisis," Mr Gore said.

"We hope the energy created by Live Earth will jump start a massive public education effort.

"Live Earth will help us reach a tipping point that's needed to move corporations and governments to take decisive action to solve the climate crisis."

Starting in Sydney and ending in New York, the event will deliver a call to action and the solutions needed to answer the call, organisers said.

"This monster line-up will ensure Live Earth meets our goal of bringing together people from around the world to combat the climate crisis," said Live Earth founder Kevin Wall.

"Live Earth will be a monumental event both in terms of entertainment and in turning the tide against global warming."

The other Live Earth concerts will take place at Sydney's Aussie Stadium, Tokyo Stadium, a Shanghai venue to be confirmed, Johannesburg's Cradle of Human Kind and Rio de Janeiro's Copacabana beach.

Proceeds from the concerts will go towards a foundation to combat climate change.

Mr Gore is the author of a bestselling book on global warming "An Inconvenient Truth," which was made into the blockbuster documentary that won a pair of Oscars in February.

The last mammoth international concert series was Live 8 in July 2005, designed to pressure leaders from the Group of Eight industrialised nations to change their approach to poor countries.

It took up the baton from the unprecedented Live Aid, held at Wembley and at JFK Stadium in Philadelphia in the United States.

THE SYDNEY MORNING HERALD

Sydney to kick off Earth concerts

April 11, 2007



Peter Garrett and Midnight Oil will take part in the Sydney leg of the Live Earth concerts.

Photo: *Reuters*

Midnight Oil, with its singer-turned-politician frontman Peter Garrett, will take part in some capacity in the Sydney leg of the round-the-world Live Earth concerts, aimed at raising awareness of climate change.

The global concert series will begin in Sydney at Aussie Stadium and continue across all seven continents, concluding with a show in the US.

The Live Earth series will be held in seven major cities on July 7 - New York, London, Sydney, Tokyo, Shanghai, Johannesburg and Rio de Janeiro. Organisers have also promised an event in Antarctica.

More than 100 acts will take part around the world in the 24-hour event and organisers hope to reach more than 2 billion people on television, radio and the internet. The concerts will be broadcast by more than 120 networks around the world, and streamed live online.

The Sydney line-up is expected to be announced later this month. The John Butler Trio and Wolfmother have already revealed they'll perform. And there are rumours that Silverchair will be on the bill.

Sting and his band the Police, Bon Jovi and others including Ludacris, the Smashing Pumpkins, Kanye West, Alicia Keys and Melissa Etheridge will perform at the event at Giants Stadium in New Jersey, outside New York City.

Others performing include Kelly Clarkson, Akon, AFI, Dave Matthews Band, Fall Out Boys, John Mayer, K.T. Tunstall, and Roger Waters.

In London, Madonna, the Beastie Boys and the Black Eyed Peas will headline the city's event at the 90,000-seater new Wembley stadium.

Also performing will be the Red Hot Chili Peppers, Keane, the Foo Fighters, Genesis, Duran Duran, Snow Patrol, Bloc Party, Razorlight, Corinne Bailey Rae, Damien Rice, David Gray, James Blunt, John Legend and Paolo Nutini.

Other Live Earth gigs will take place at Tokyo Stadium, the steps of the Oriental Pearl Tower in Shanghai, Johannesburg's Cradle of Human Kind and Rio de Janeiro's Copacabana beach.

Organisers today said top artists had rushed to be part of the global initiative, which has been compared to the Live Aid concerts held around the world in the 1980s to fight famine.

The concerts mark the start of a new campaign called Save Our Selves (SOS) - The Campaign for a Climate in Crisis.

"This monster line-up will ensure Live Earth meets our goal of bringing together people from around the world to combat the climate crisis," Live Earth founder Kevin Wall said today.

"Musicians, who have answered our call, span multiple genres and generations."

"[This event] will ensure we meet our challenge of building a mass audience to combat global warming.

"Live Earth will be a monumental event both in terms of entertainment and in turning the tide against global warming," he said.

The Save Our Selves campaign was founded by Wall, who won an Emmy as worldwide executive producer of Live 8 - another series of concerts held simultaneously around the world on July 2, 2005, to highlight global poverty issues.

Proceeds from the concerts will create a foundation to combat climate change led by The

Alliance for Climate Protection, chaired by former US vice-president Al Gore, who has won widespread acclaim for his climate change film *An Inconvenient Truth*.

"We hope the energy created by Live Earth will jump-start a massive public education effort," Gore said.

"Live Earth will help us reach a tipping point that's needed to move corporations and governments to take decisive action to solve the climate crisis.

"By attracting an audience of billions, we hope Live Earth will launch a global campaign giving a critical mass of people around the world the tools they need to help solve the climate crisis.

"But ultimately, corporations and governments must become global leaders taking decisive action to stop global warming."