



NEWS RELEASE

Jack Johnson and FilterForGood Join Forces to Promote Bottled Water-Free Initiatives

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JACK JOHNSON WILL
DONATE 100% OF HIS
2010 TOUR PROFITS TO
CHARITY

OAKLAND, Calif. (July 7, 2010) - When **Jack Johnson** heads out on a 35-date North American tour this month in support of his new album, **To the Sea**, the singer, songwriter, surfer and environmental advocate will leave an even lighter footprint with help from Brita.

Johnson is inviting Brita to join his tour to help expand his already unparalleled greening efforts. **Brita's FilterForGood movement**, which has been working since 2007 to reduce bottled water waste, will be embedded on the tour to provide Brita-filtered water to the band, crew and fans and encourage concert-goers to make other simple environmentally friendly choices that are better for the Earth and our oceans.

Johnson adds to an expanding list of artists that Brita has worked with to help reduce bottled water waste; including U2, Dave Matthews, Lady Antebellum, Ben Harper and more.

"Being someone who spends a lot of time in the ocean I see firsthand the amount of plastic that washes up on our shores," says Johnson, "A solution we can all make is to reduce our dependence on single use plastics. I'm happy to be teaming up with Brita to bring Water Stations to every show on my US tour and encourage people to use alternatives to single use plastic water bottles."

FilterForGood is an ideal partner, as its mission is to inspire change and awareness by taking small steps to help reduce bottled water waste. This effort echoes the philosophy of Johnson's social action network, All At Once, which reminds us "an individual action, multiplied by millions, creates global change." FilterForGood is also a long-term partner of **Surfrider Foundation**, a charity Johnson has supported for years.

All At Once non-profit partners will be at each show along the tour to raise awareness of their causes. Proceeds from the tour will be directed to these groups to support their work. Learn more at **AllAtOnce.org**.

"The FilterForGood movement helps people realize that small and simple changes can have a big impact if we do them together," said Drew McGowan, Brita Senior Group Manager. "We're amazingly proud and humbled to work with an artist who shares our vision of working together for a common cause."

To the Sea, Johnson's fifth studio album, not only debuted at #1 on the Billboard Top 200 Albums chart, but is also breaking new ground for responsible CD production and packaging. The album was recorded using solar energy and printed on 100% post-consumer waste recycled paper.

Jack Johnson's 2010 **To the Sea** tour is also taking other steps to reduce its environmental impact. Tour vehicles, buses and generators run on sustainable biodiesel fuel, the band and crew enjoy food sourced from local farms and purveyors and all tour merchandise is made from sustainable materials. Any carbon emissions that can't be avoided will be addressed via carbon offset programs.

Concert-goers are encouraged to use Brita Water Stations and refill their own reusable bottles or cups at tour venues instead of buying bottled water. Fans can also show their support by taking the **FilterForGood pledge** and **joining FilterForGood on Facebook**. Don't have tickets yet? **Follow @FilterForGood on Twitter** for ticket giveaways throughout Jack Johnson's **To The Sea** tour.

FilterForGood

In 2007, **Brita®** partnered with **Nalgene®** to create the FilterForGood® movement, which encourages people to reduce their bottled water waste by switching to reusable bottles filled with filtered water. Each year, Americans purchase billions of plastic water bottles; most of them end up in landfills. Since the campaign launch, more than 189,000 people have taken the pledge to reduce their bottled water waste, keeping an estimated 200 million disposable bottles out of landfills. Visit <http://filterforgood.com> to learn how you can make a difference today.

Jack Johnson

Spending his childhood on the beaches of the North Shore of Oahu has given Jack Johnson a unique perspective and profound commitment to his island home. In 2003, Jack and his wife Kim started the Kokua Hawaii Foundation

in their home state of Hawaii. Also since 2003, Jack has been a part of **1% for the Planet**, a group of businesses and individuals who contribute at least 1% of revenues to environmental initiatives around the globe. His sixth studio album, was recorded using solar energy, and was released on **June 1st** on Johnson's own **Brushfire Records** label. 100% of Jack Johnson's 2008 tour profits were used to establish the Johnson Ohana Charitable Foundation, an endowment founded by Jack and his wife Kim to support environmental, art and music education now and into the future. For his **To The Sea** world tour, Johnson and his crew will once again collaborate with non-profits around the world as part of **All At Once**, to inspire music fans to create positive change. **Johnson will donate 100% of his 2010 tour profits to charity. Learn more at AllAtOnce.org.**