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MONTREAL TOURING ARTIST CHRIS VELAN PARTNERS WITH 1% FOR THE PLANET AND MOUNTAIN EQUIPMENT CO-OP FOR CANADIAN TOUR

The '1% for the Planet Tour,' Presented By Mountain Equipment Co-op – Demonstrates The Significant Role Music Can Play In Affecting Environmental Change.

This April, Canadian touring artist and 1% for the Planet member Chris Velan will be touring the country in an effort to bolster awareness about local environmental issues and those organizations working for change. Stops on the tour include both MEC in-store and club appearances in Vancouver, Edmonton, Calgary, Winnipeg, Ottawa, Toronto and Montreal.

Chris is an artist member in 1% for the Planet, a growing global movement of over 1,200 member companies, small and large, that donate 1% of their sales to environmental organizations worldwide. He is also one of over forty artists who have donated exclusive music for the recently released compilation album '1% for the Planet: The Music, Vol. 1' dedicated to supporting the environment (music.onepercentfortheplanet.org).

As part of the campaign, Chris is giving away a free song download on a webpage dedicated exclusively to the tour, chrisvelan.com/onepercentfortheplanet.

"This tour is a wonderful example of the 1% model in action, and further testament to the significant role music can play in affecting environmental change. From the influence of our 50th member Jack Johnson in raising the international profile of 1% for the Planet, to the more than 40 artists who donated their talent to produce our newly released album benefiting the planet, music has always been a powerful force behind the growth and success of the 1% movement." – Terry Kellogg, CEO, 1% for the Planet

In addition to club dates, the tour will feature appearances at Mountain Equipment Co-op (MEC) stores in each community.

"We are inspired by Chris Velan's efforts to spread the word about 1% for the Planet across Canada through his tour," said MEC CEO David Labistour. "We are especially excited to have him perform for our members in many MEC stores along the way."

Mountain Equipment Co-op has been a member of 1% for the Planet since 2007. Last year, its membership resulted in over \$2.4 million going toward community-based environmental projects across Canada.



As part of the campaign, both Chris' latest album *Solidago* and the 1% for the Planet music compilation will be available for sale at MEC stores across Canada. Proceeds of sales from both will go toward helping the environment, including 'The Big Wild' campaign founded by MEC and the Canadian Parks and Wilderness Society.

The tour will feature the following stops. Please contact the venues or check local listings for start times.

DATE	CITY	VENUE
Thursday, April 1	Vancouver	- MEC Vancouver (in-store) - The Railway Club (club)
Wednesday, April 7	Edmonton	- MEC Edmonton (in-store) - Haven Social Club (club)
Sunday, April 11	Calgary	- MEC Calgary (in-store) - Marquee Room (club)
Wednesday, April 14	Winnipeg	- MEC Winnipeg (in-store) - Park Theater (club)
Saturday, April 24	Ottawa	- MEC Ottawa (in-store) - Zaphod Beeblebrox (club)
Wednesday, April 28	Toronto	- MEC Toronto (in-store) - C'est What (club)
Friday, April 30	Montreal	- MEC Montreal (in-store) - Petit Café Campus (club)

"I grapple with a deep fear that we as a species will only tragically recognize our arrogance in how we destroyed this planet's ability to sustain us only once it is too late. A song is just a song - it's not going to change the world. But maybe if enough songs and voices can join together in the same chorus, we can somehow wake ourselves up from this self-destructive slumber. I remain hopeful."

– Chris Velan

If you'd like more information on this tour, or to schedule an interview with Chris Velan, please contact Ken Beattie @ 604-683-2124 or kb@killbeatmusic.com.

For more information on 1% for the Planet, contact Melody Grote @ 802-496-5408 or melody@onepercentfortheplanet.org

For more information on Mountain Equipment Co-op, contact Tim Southam, @ 604-707-4480 or tsoutham@mec.ca

About 1% for the Planet

Started in 2002 by Yvon Chouinard, founder and CEO of Patagonia, and Craig Mathews, owner of Blue Ribbon Flies, 1% for the Planet is a growing global movement of over 1,200 member companies in 38 countries that donate 1% of their sales to environmental organizations worldwide. Each day, more than one new business joins



the 1% for the Planet movement. As a network, the 1% community has become a global frontrunner in funding the work of environmental groups around the world.

About MEC

Mountain Equipment Co-op (MEC) is Canada's leading retailer of outdoor clothing, gear and services for self-propelled activities like hiking, cycling and snowsports. Established in 1971, MEC operates 13 destination stores in central locations across Canada. MEC has more than 3 million members throughout Canada and around the world. Widely recognized for its commitment to sustainability, MEC is a member of One Percent for The Planet and supports various community-based outdoor and environmental initiatives through its grants program. Anyone can join MEC and become part-owner in the Co-op, by purchasing a \$5 lifetime individual membership. Members are entitled to buy gear and to vote on how MEC is governed. More information about MEC is available at www.mec.ca.