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## **Pearl Jam's Stone Gossard Debuts New Music from Forthcoming Solo Project Exclusively Online Sept. 17<sup>th</sup>**

### **Digital Music and Videos Launched in Conjunction with Timberland's DIG IT Campaign in Celebration of Environmental Activism through Music**

**Stone Gossard, Vince Mira, the Hank Khoir plus Special Guests to Perform at Eco-Themed Concerts in Boston, New York, Los Angeles and San Francisco in October**

**SEATTLE** — Pearl Jam's Stone Gossard is set to release exclusive new music from forthcoming solo project online beginning today, **September 17<sup>th</sup>** at [www.pearljam.com/stonegossard](http://www.pearljam.com/stonegossard). Gossard's digital release helps to kick-off **Timberland's DIG IT** campaign; a multi-city initiative bringing together eco-minded, activists and artists for daylong re-greening efforts and a nightly musical celebration with Stone Gossard, Vince Mira and the Hank Khoir (featuring notable Northwest artists Barbara Ireland and the Roy Kay Trio) along with special guests in **Boston (October 1, 2008)**, **New York (October 4, 2008)**, **Los Angeles (October 11, 2008)** and **San Francisco (October 18, 2008)**.

Scheduled for release later this fall, Stone Gossard's new music project marks his second solo effort following his 2001 debut album, *Bayleaf*. A founding member of Pearl Jam, Gossard has had a successful music career spanning two decades, during which he has been a part of numerous collaborations including Brad, Temple of the Dog, Mother Love Bone and the early alternative pioneers Green River.

A committed environmentalist, Gossard has also used his influence to effect change locally and internationally through direct involvement in many environmental and socially conscious issues. His work to this end has included support of such organizations as The Wild Salmon Center, The Cascade Land Conservancy, Conservation International and People for Puget Sound along with spearheading Pearl Jam's Carbon Portfolio Strategy. **Timberland's DIG IT** campaign allows Gossard the unique opportunity to combine his music and activism by sharing new material with eco-minded fans and raising awareness on these important re-greening efforts.

#### **Going Digital**

Beginning September 17<sup>th</sup>, streaming live music videos along with downloadable audio tracks of Gossard's new music will be available online at [www.pearljam.com/stonegossard](http://www.pearljam.com/stonegossard), a newly launched site that will be an ongoing resource for Stone Gossard's music and special projects. The initial release will include one live music video, a corresponding audio track and a studio track with subsequent live video and audio tracks added each week leading up to the October 1<sup>st</sup> kick-off of **Timberland's DIG IT**. Additionally, streaming versions of both the videos and audio tracks will be available on Timberland's EarthKeeper website ([www.earthkeeper.com](http://www.earthkeeper.com)).

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### **Banding Together: Timberland's DIG IT Concerts**

Following daylong re-greening events in each city, Stone Gossard will perform an exclusive **Timberland DIG IT** concert with special guests that include The Hank Choir and Vince Mira. In appreciation for their community service, tickets to **Timberland's DIG IT** evening concerts will be offered to local volunteers from the daytime tree planting events. A limited number of tickets will also be provided to consumers who purchase products from the Timberland Apparel collection and Timberland's new Earthkeepers line through Macy's.

To aid in global conservation efforts, **a limited number of tickets will be available for purchase via the Pearl Jam Ten Club ([www.tenclub.net](http://www.tenclub.net)) with proceeds going to Conservation International.** Conservation International's mission is to conserve the Earth's living heritage, global biodiversity, and to demonstrate that human societies are able to live harmoniously with nature. **Tickets will be available for purchase beginning Wednesday, September 24 at [www.tenclub.net](http://www.tenclub.net).**

### **Community Re-Greening**

For the daytime community greening events, Timberland will partner with American Forests, the non-profit organization focused on planting trees for environmental restoration and pioneering the science and practice of urban forestry. Timberland and American Forests will enlist approximately 200-300 volunteers to help plant trees in each city with the aid of local partners. Each organization will target an environmentally neglected area in their city and plant trees, clean sites, and educate neighbors about the importance of maintaining these new green spaces in their communities.

### **DIG IT Dates**

<b><u>Date</u></b>	<b><u>City</u></b>	<b><u>Venue</u></b>	<b><u>Re-Greening Partner</u></b>
10/1/08	Boston	Wilbur Theatre	Earthworks
10/4/08	New York	Warsaw Theatre	New York Restoration Project
10/11/08	Los Angeles	Avalon Theatre	North East Trees
10/18/08	San Francisco	Grand Ballroom	Friends of the Urban Forest

### **About Timberland**

Timberland (NYSE: TBL) is a global leader in the design, engineering and marketing of premium-quality footwear, apparel and accessories for consumers who value the outdoors and their time in it. Timberland markets products under the Timberland®, Timberland PRO®, SmartWool®, Timberland Boot Company™, Howies® and IPATH® brands, all of which offer quality workmanship and detailing and are built to withstand the elements of nature. The company's products can be found in leading department and specialty stores as well as Timberland® retail stores throughout North America, Europe, Asia, Latin America, South Africa and the Middle East. Timberland's dedication to making quality products is matched by the company's commitment to "doing well and doing good" -- forging powerful partnerships among employees, consumers and service partners to transform the communities in which they live and work. To learn more about Timberland, please visit [www.timberland.com](http://www.timberland.com).

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