

MUSIC FOR NATURE

October 21, 2006



Concept of the Environmental Protection Event :
MUSIC FOR NATURE
On 21st October 2006 at Brandenburger Tor

**„Every two seconds worldwide we loose rainforests
as big as a football field“**

Fire clearance and clear cutting in favor of meadowland, soy plantation and petroleum production are destroying rainforests binding the greenhouse gas CO². In the meantime the result of such deforestation is well-known and each of us may feel that clearly:

Higher temperatures, heating of oceans, arising from global soil heating and melting glaciers.

The balance of the world climate is destroyed.

In the context of our environmental Protection concert **MUSIC FOR NATURE** we, the environment organization Gaia wish to call attention on the urgent need for elucidation and action. Our goal is to convey on our guests in the frame of a colorful music and stage program, that each individual may effect a great contribution to the protection of our green living spaces. Our stage program will be supported by active national artists and many pupils and teachers from Berlin, with a great interest. Collateral to the concert there will a symbolic tree plantation near to the event's place, because there is one thing we want to give our fellow citizens on their way home:

Trees are cool!



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Introduction the Environmental Protection Organization Gaia

At last since our actions against the chestnut moth in 2003, Gaia has become known all over Germany. In 2004 Gaia was granted the Environment Incitement Award of DBU (German Federal Foundation for Environmental Issues). Our sign is the Gaia Fairy. This ambassadress is known in Europe through television and cinema spots for tree sponsorships. Among others, our media partners are MTV, Viva, arte, tv-terranova, TRT and Cinemaxx. For further information please visit our website at www.gaia-styles.de.



GAIA is practicing an authentic environmental protection under the essential message „Trees are cool“ and communicates its concern to the “urban citizens of Berlin”. Every citizen shall be able to contribute by way of a tree sponsorship with his heart and love to the own city.

We wish to set up a sign for the protection of our “green lungs” and an improved life quality in all cities worldwide.

Through GAIA Fashion, the environmental protection organization GAIA constituted a fashion collection for the self-financing of environmental projects (www.gaia-fashion.de).

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MUSIC FOR NATURE Project

Action for the renewal of a sick street tree at Bellevue-Allee in the South of the Street of the 17th June/ Corner Bremer Weg through a public plantation of a young lime tree which will be donated by the environmental protection organization Gaia (www.gaia-styles.de), wishing to contribute in the improvement of the environment in our living spaces.



Pupil from schools in Berlin and Brandenburg support us during tree plantation by personally lending a hand. Thus, theory from the biology course leads into praxis and an intense connection to environment and an important environmental understanding.

Plantation works will be crowned by a ceremonial delivery, in which pupils plant the tree together with a prominent "tree sponsor".



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Nationally known artists will be our representations in the media in order to gain the attention of the public and especially the youth to environmental protection.

Like former projects we will be supported by „Baumschule Lorberg“ during the action.

The event organization will be carried out by an experienced organization company.

We will invite especially pupils from various districts in Berlin and well-known people from media and politics.

The concert will be financed by coupons for tree sponsorships and the revenues from the sale of the Gaia Fashion collection. Sponsors from politics, economy and music industry will be acquired. Another contribution will be granted by various voluntary assistants, who support us with this magnificent project.

