



**FOR IMMEDIATE RELEASE**  
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Contact: Bryan Hughes: 240-662-3002  
[Bryan\\_Hughes@discovery.com](mailto:Bryan_Hughes@discovery.com)  
Janice Sample: 240-662-7504  
[Janice\\_Sample@discovery.com](mailto:Janice_Sample@discovery.com)

**PLANETGREEN.COM TURNS UP THE VOLUME WITH *INSTRUMENTAL* A  
NEW MUSIC SITE DEDICATED TO ARTISTS WITH A PASSION FOR  
POSITIVE CHANGE**

(Silver Spring, Md.) - Have you ever wanted to tap into the inspiration and energy behind your favorite artists and the tunes you love? Cue *Instrumental* ([www.planetgreen.com/instrumental](http://www.planetgreen.com/instrumental)), PlanetGreen.com's unique new destination where music lives and activism performs. From social justice to the politics of the environment, *Instrumental* profiles hot indie artists and major-label acts who are speaking out and taking steps for a brighter future. Featuring free MP3 downloads, video, original interviews and industry news, *Instrumental* debuts with the latest scoop on a diverse group of artists including Jack Johnson, Moby and Jackson Brown.

"With *Instrumental*, we are creating a platform where artists from all backgrounds and styles join their music and their passions in one place," said Ken Rother, Vice President of Digital, Planet Green. "We are looking for emerging talent and established acts that can help inspire, engage and move our audience through their stories and their music."

Every week, *Instrumental* rolls out fresh new content including:

- New artist profiles providing in-depth insights into each performer's music, motivation and causes, from taking a stand against industrialized farming to solar powered studios;
- Links and information regarding featured artists' favorite advocacy organizations that make it easy to take action and make a positive difference;
- New free downloads that make building a playlist with purpose a snap; and
- Tour dates, concert information and latest news from your favorite socially conscious artists.

This week on *Instrumental*, check out free downloads from White Buffalo and Orba Squara and read an interview with Howard Jones discussing his new release *Ordinary Heroes*.

**About Planet Green:**

**Planet Green** is the multi-platform media destination that launched on June 4, 2008. Planet Green is the center for a new conversation, speaking to people who want to understand how humans impact the planet and how to live a more environmentally sustainable lifestyle.

Planet Green and its two robust websites [planetgreen.com](http://planetgreen.com) and [TreeHugger.com](http://TreeHugger.com), offer unique, original, insightful, inspiring, and entertaining content related to how we can evolve to live a better, brighter future. Planet Green's unique programming, digital tools, and content will enlighten, empower and most certainly, entertain.

Planet Green is a division of Discovery Communications.

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