



News Release 20/11/08

**1 song downloaded = 1 young rubber tree planted,  
helping the environment and rural economies.**

Press launch of Carbon Neutral Artists campaign  
**5pm on Wednesday 3<sup>rd</sup> December 2008**

Venue: **Masala Zone in Covent Garden** at 48 Floral Street, next to the Royal Opera House. (Masala Zone is hosting the event, donating the space and providing refreshments)

To confirm attendance on the limited guest list, to arrange interviews, and for more information, please contact Andrew Horton on +44 (0) 7767 801 044, or email [a.horton@worldviewimpact.com](mailto:a.horton@worldviewimpact.com)

There are many ways to ‘go green’, and all of them important for the future of our planet. To go with this, however, we need to support sustainable livelihoods in industrialised countries to help them understand that there is another way – they do not need to go down the West’s unsustainable path.

You can now show support for this by downloading great new music!

Singer, songwriter and Hollywood actress Karen David is fronting the launch of a new ground-breaking campaign called Carbon Neutral Artists. She’s the first artist to donate the royalties from her song ‘Shillong, Shillong’, to projects run by the social-enterprise Worldview Impact, and **she will be performing the song live at the Press Launch on 3<sup>rd</sup> December.**

Worldview Impact operates by working on deforested community-owned land, across a number of developing countries, in partnership with local leaders to harvest rubber trees. Not only do the rubber trees improve the environment, they help to create sustainable business for locals, create jobs, and reduce poverty.

Karen comes from Shillong, the capital city of the idyllic Indian state of Meghalaya — a name literally meaning: ‘where the clouds come home’. It was nicknamed the Scotland of the East by the British, who came there with the East India Company. But, after years of heavy deforestation — damaging the ecosystem and leading to the extinction of many species — she’s concerned for the future of her homeland.

Now, teaming up with fellow Meghalayan and Worldview Impact Founder and CEO Bremley W. B. Lyngdoh, she’s taking action — and hoping to inspire other artists to fight for the preservation of their homelands.

Worldview Impact wants to persuade other artists with a link to their area to help with the fundraising of other projects by donating royalties — like Karen is doing. **Each rubber plant seedling costs about £1.**

Bremley W. B. Lyngdoh says: ‘Because Karen and I have such a strong link to Shillong, we want to give back to the poor people of our land. How can we save the world, if we can’t even save our own home?’

2/2

Karen says: "I want to be part of a generation that *cares* about mother earth, not the generation that destroyed it. Together, with Worldview Impact, we can make a difference starting right from our "roots", and for me that begins in Shillong."

MTV International recently produced a short film about the Meghalaya project, which is being broadcast to half a billion people across the globe in 163 countries as part of their MTV Switch climate change series. See it here: [http://www.mtvswitch.org/?id\\_video=266](http://www.mtvswitch.org/?id_video=266)

-ENDS-

### **About Karen David:**

Karen David may be making her name in the US and Canada, with the phenomenal success of the movie "Scorpion King: Rise of A Warrior," but she's also working hard to complete her debut album.

She was born in Shillong, Meghalaya, in the foothills of the Himalayas. After coming to England to study acting, her first break came when she was spotted by Benny and Bjorg, and joined the original cast of Mamma Mia.

Just under a year ago Karen set off to start work on recording some tracks for her album at A R Rahman's studio in Chennai. 2008 has seen Karen write and record new material for her album, as well as releasing, to great critical acclaim, the Live Sessions EP.

By donating the Live Sessions version of her track "Shillong, Shillong" (co-written with A R Rahman and recorded by Steve Bentley-Klein at the Fish Factory) to Worldview Impact for the Carbon Neutral Artists project, Karen is able to both celebrate her roots and to give something back to the land of her birth, by helping generate funds for the project, and hopefully raise the profile of Carbon Neutral Artists.

[www.myspace.com/karendavid](http://www.myspace.com/karendavid)

[www.carbonneutralartist.com](http://www.carbonneutralartist.com)

---

### **About Worldview Impact:**

The vision of Worldview Impact is to create a Sustainable Business for a Sustainable Future. By making your green investments grow, in projects that are mitigating climate change at the grassroots level, we will see sustainable livelihoods created for the poor and poverty reduced.

It is a three-fold mission:

1. Protecting the environment and biodiversity through the mitigation of climate change.
2. Enabling local economic growth through the creation of sustainable livelihoods for the poor.
3. Supporting social development through poverty reduction initiatives

The money raised through Karen David and other artists will go straight to the Worldview Impact Foundation to be used for the projects.

[www.worldviewimpact.com/foundation.php](http://www.worldviewimpact.com/foundation.php)