



Sea Shepherd Honors **Xavier Rudd** with Rock the Boat Award

SSCS Founder and President Paul Watson Honors Prosocial Australian Singer-Songwriter

LOS ANGELES, CA – Sea Shepherd Conservation Society is honored to recognize long-term supporter Xavier Rudd with the Rock the Boat Award. The Rock the Boat Award is presented annually to musicians who proactively support Sea Shepherd campaigns to defend, conserve, and protect ocean wildlife. The award was first presented to the Red Hot Chili Peppers in 2007 at the Sea Shepherd 30th Anniversary Gala in Santa Monica, California. Rudd is the second recipient of the award.

Rudd has been an ardent supporter of Sea Shepherd campaigns for several years. He has flown the Sea Shepherd Jolly Roger flag on stage during his critically acclaimed live performances and has encouraged his fans to support Sea Shepherd's mission to end the destruction of habitat and slaughter of wildlife in the world's oceans. On his current North American concert tour, Rudd partnered with Sea Shepherd to place outreach tables, designed to raise funds and awareness, at each of his tour's venue locations. Rudd's song "Better People" off his 2007 album "White Moth" acknowledged the good work of Sea Shepherd and other prosocial groups, and a music video was cut for the song which utilized Sea Shepherd footage.

Last fall, Rudd personally visited the Sea Shepherd flagship while it was docked in Brisbane, Australia prior to the launch of the Antarctic Whale Defense Campaign: Operation Musashi. He met with Captain Watson and his crew to learn more about their mission and explore further avenues for partnership.

Captain Paul Watson commented, "Music is a powerful media and it is an essential tool for increasing awareness and raising support. We all have the power to change the world in so many different ways and musicians like Xavier Rudd are blessed with the ability to convey messages powerfully with great emotion."

About Xavier Rudd

A multi-instrumentalist who plays guitars, Yidaki (didgeridoos), Weissenborn slide guitars, stomp box, harmonica, and percussion, Xavier Rudd has led sold-out tours in Europe, Canada, Australia and the US, both headlining and supporting the likes of the Dave Matthews Band, Jack Johnson and Ben Harper.

In Australia, he has collected a string of gold and platinum sales awards for his albums and DVDs. His popularity has mushroomed in recent years thanks to an extraordinary stage show that finds him performing guitar, didgeridoo and various percussion parts simultaneously—using a set-up that literally surrounds him with various instruments—singing from behind a stand holding three didgeridoos of different keys. Rudd is currently on an extensive tour of North America.

Tour dates and more information: <http://www.xavierrudd.com/>

About Sea Shepherd

Established in 1977, Sea Shepherd Conservation Society (SSCS) is an international non-profit, marine wildlife conservation organization. Our mission is to end the destruction of habitat and slaughter of wildlife in the world's oceans in order to conserve and protect ecosystems and species.

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Sea Shepherd uses innovative direct-action tactics to investigate, document, and take action when necessary to expose and confront illegal activities on the high seas. By safeguarding the biodiversity of our delicately-balanced ocean ecosystems, Sea Shepherd works to ensure their survival for future generations.

More information: <http://www.seashepherd.org/>

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