



Foreword

Be a Legend

No matter who you are or what you do, you can be a rock star when it comes to conserving Nature. I am a musician, and have found ways to put my skills to use for the Earth. My band, Pearl Jam, offset its carbon emissions by protecting a forest in Madagascar. I have also recently written a song and teamed up with Chad Smith of the Red Hot Chili Peppers to produce a music video to benefit sea turtle and marine conservation.

Through my involvement with music and conservation, I have come to know all kinds of amazing people. But it wasn't until I met Mr. Leatherback, a shy guy doing some pretty un-shy things to save his kind, that I truly understood the essence of being a legend. I look at the world through a rock-and-roll lens, and the way I see it, Mr. Leatherback is pure rock genius. He embodies the qualities of great rock legends like the ones who have inspired me all my life; it's these same qualities that can make any of us a conservation legend.

The first quality is a **mad desperation for success**. True legends do whatever it takes, pushing beyond the constraints of social norms and personal inhibitions, to get the job done and have their message heard.

Moreover, legends aren't afraid to **flaunt their special talents** for the cause. Whether showcasing their hot dance moves like Mr. Leatherback or donning costumes and face paint like KISS, legends use their talents to get audiences on their feet. This kind of boldness and audacity can make the difference between big and mega-huge.

Legends also have a **relentless work ethic**. Like the band that spends years in smoky clubs honing its sound, conservationists also pay their dues with sweat, blood, and the occasional tear.

Finally, the most important quality of all is what I like to call **rock passion**. It's big, and it is the key ingredient of legendary success. Passion is that spark that keeps legends going, keeps them dreaming, and keeps them from accepting good as good enough.

The fate of sea turtles, the global marine environment, and humanity are all inextricably tied to the choices we make today. Discover the rock legend inside yourself; choose to join SWOT; and put your gifts, your voice, and your talent into the glorious spotlight for conservation.



Stone Gossard
Guitarist, Pearl Jam

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THIS PAGE: Stone Gossard (right) of Pearl Jam and Chad Smith (left) of the Red Hot Chili Peppers pose with Mr. Leatherback at the recording of the new song, "Stubborn Insane." Stay tuned to www.SeaTurtleStatus.org to learn about downloading the song and music video in March 2009. © TERRILL A. MAST AT LEFT: A snorkeler enjoys a close encounter with a green turtle a few miles off the coast of Makena Bay, Maui, Hawaii, U.S.A. © NEIL EVER OSBORNE / WWW.NEILEVEROSBORNE.COM