

FOR IMMEDIATE RELEASE

## **ARCTIC Bids to Keep Arctic Cool, Donates Proceeds to WWF**

ARCTIC doesn't want to see their namesake melt away. The Vancouver band is auctioning a signed master CD display of their new album, "Today Brought Me Here", framed along with a license plate from singer/guitarist Marcus Martin's childhood home in the Northwest Territories. Half the proceeds from the auction will be donated to the World Wildlife Fund (WWF) to support their conservation efforts in the Arctic region, which is already significantly affected by climate change.

"We have a responsibility to look after the places that have meaning to us, whether it's looking after the Amazon rainforest or the river that runs through your neighbourhood," says Martin, who developed a deep appreciation and respect for the Northern wilderness while growing up near the Arctic Circle. The band's newsletter and website include environmental news about the North and activist links alongside upcoming tour dates.

The auction can be viewed at <http://www.projectarctic.com/wwf>. Bidding will begin on Sunday, September 9 at 8pm PDT and end on Sunday, September 16.

More information about ARCTIC is available at <http://www.projectarctic.com>.

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