

## **Rock Icon Andy Fraser Combats Climate Change by Taking on the World's Biggest Polluters with a Powerful New Music Video**

FOR IMMEDIATE RELEASE

Los Angeles, CA - December 10, 2009 -- 70's Rock icon and environmental activist, Andy Fraser formerly from the band FREE, combats climate change with his creativity by releasing the new single and music video *This Is The Big One*. Fraser, the reclusive icon from the 70's rock band FREE and writer of the monster rock anthems 'All Right Now' and Robert Palmer's 'Every Kinda People', has created the powerful new music video to serve as the anthem for the Catastrophic Climate Change Movement.

Andy Fraser is standing with campaigns such as Avaaz.org, TckTckTck, 350.org, Repower America, and Al Gore, to help promote the message of catastrophic climate change. In his continuing efforts to keep the climate change issue front and center, Fraser is also sponsoring a Climate Change Video Competition for all those concerned about our planet.

Fraser's poignant lyrics of *This Is The Big One* states the time to act is now and we all must pull together and make a difference.

"Time is running out  
there needs to be some action now  
...catastrophic climate change

it's now or never  
lets get together now  
make this world a little better now

THIS IS THE BIG ONE... "

**View the video *This is the Big One* at:**

<http://www.youtube.com/watch?v=63qIoGpnrl8>

"*This Is The Big One* looks through a ticking clock at both the beauty of our planet and the stress and destruction that man has placed on the earth and is the new anthem to the perils of ignoring global warming as well as a statement about the planet's beauty.", says the video's producer Eric Donaldson.

The video also includes stunning footage of his daughter, Hannah Fraser, swimming with a whale pod. Rarely seen in the wild, the footage in the video was captured during the filming of Hannah swimming with whales in Tonga, VAVA'U Island. Hannah Fraser is a professional mermaid and commercial model.

The music video was produced by Eric Donaldson of Bicoastal Entertainment + Group, and has been delivered to the United Nations Climate Change Conference in Copenhagen, with the goal of urging global unity on the urgent issues the planet is facing.

Andy Fraser is so passionate about the issues facing the people of the earth that he has even contributed the song *This Is The Big One*, as a worldwide copyright free download. He has designed a way for everyone to lend their voice and creativity by asking fellow activists to upload their event videos or pictures and post on YouTube, for the opportunity to win prizes personally donated from Fraser.

The 10 Best videos posted on YouTube.com will receive an Apple iPod shuffle, fully loaded with Andy's music catalog, and will be featured on Fraser's website at [www.andyfraser.com](http://www.andyfraser.com). The Grand Prize winner will receive an autographed custom-built Bass Guitar from Andy's personal collection.

<http://www.andyfraser.com/MakeADifferenceNow>

The Youtube Video promotion further spurred Fraser to start a new online movement using social marketing on Facebook and Twitter called Make a Difference Now. Max Bean, Chief Strategy Officer of Thrivepoint in Venice, California is responsible for marketing the video online and also believes that the public can do much to improve things like greening their neighborhoods or protecting beaches from pollutants and trash.

Fraser continues to work on his commitment to help the planet by practicing what he preaches by being "green" himself. "I love my car, electricity to power my studio and refrigerated food, but we need to find a better way, or we're all screwed. First of all we need to get a strong international agreement in Copenhagen this week, but we must invest in alternative energies, and our pull heads out of the sand regarding the reality of the condition our planet is facing", said Fraser.

Fraser is busy at work finalizing his upcoming CD "On Assignment" scheduled for release on McTrax International along with the long-awaited "Alive" concert DVD/documentary.

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## About Andy Fraser:



Honored by BMI's 3 Million Play Club for crafting monster rock anthem "All Right Now," Fraser's best known around the world as legendary bassist / founding member of 70s rock band FREE, Robert Palmer's mega-hit "Every Kinda People" and songwriter / composer for artists including Rod Stewart, Chaka Khan, Paul Young, Joe Cocker, Paul Carrick, Wilson Pickett, Three Dog Night, Bob Seger, Randy Crawford, Etta James, Frankie Miller, and Ted Nugent.

Find out more at:

<http://www.andyfraser.com/MakeADifferenceNow/>

<http://www.youtube.com/watch?v=63qIoGpnrI8>

SOURCE: McTraxMedia – Andy Fraser is available for comments and interviews by contacting Cyrene Jagger at McTrax International.

CONTACT: Cyrene Jagger of McTrax International

+1-951-795-4455

[cyrene@mctrax.com](mailto:cyrene@mctrax.com)



(Caption) Stunning visuals blend with powerful lyrics urging everyone to Make A Difference Now in the new music video from Rock Icon Andy Fraser

644 words