Rock Band Coldplay Not Touring to Save Environment

The rock band Coldplay has announced it will not be going on tour to promote its latest album because of the environmental damage touring might cause. It is standard business practice in the music industry for well-known artists to go on a world tour to accompany a new album release. Concert tours are often huge money-spinners and can generate more profits than actual music sales. Coldplay has decided any concert tour would have a detrimental impact on the environment. Lead singer Chris Martin told the BBC news agency that: "We're taking time to see how our tour can be actively beneficial." He added that the band wanted any future tours to "have a positive impact" on the environment.

Coldplay band members said they are taking some time off to look at options on how they can tour in a more sustainable and environmentally friendly way. Mr Martin said: "We're taking time to see how our tour can be actively beneficial..... Our next tour will be the best possible version of (our last tour) environmentally. We would be disappointed if it's not carbon neutral." He asked: "How do we turn (touring) around so it's not so much taking as giving?"
The band's new double album "Everyday Life," was released on November 22. It reflects their feelings about the environment. Coldplay will do a one-off performance for their fans in London. All of the proceeds from this concert will be donated to an environmental charity.