



JOHN WILLIAMSON

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MEDIA RELEASE – FOR IMMEDIATE USE

People across Australia are being urged to support a new CD which will assist the work of Wildlife Warriors.

Following the devastating death of Steve Irwin, John Williamson (Steve's favourite artist) was inspired to write a powerful tribute song entitled "Wildlife Warriors: It's Time".

The song is the leading track on a new CD of John Williamson's most important environmental songs - many of which were an inspiration to Steve Irwin. It's expected the CD will raise tens of thousands of dollars to support Wildlife Warriors. John Williamson is an ambassador for the Wildlife Warriors cause. Terri Irwin and John Stainton have both given their full backing – Terri says the new song is a moving tribute.

People across Australia are being urged to support a major new CD dedicated to the amazing work of Steve Irwin. The CD - "Wildlife Warriors: It's Time" - is a tribute to Steve by Australian singer John Williamson. The CD is released on Wednesday November 22nd.

The powerful new CD features one of John Williamson's angriest ever songs "Wildlife Warriors: It's Time" written about the need to protect the bush and to honour Steve Irwin. The song was written by John Williamson within hours of the emotionally charged Steve Irwin Memorial Service.

John Williamson says he hopes people will support the new CD because Steve Irwin's messages are so critical. He says we must all get angry about what is happening to our environment and the bush and become "wildlife warriors". He is urging Australians to realise we must "stop the slaughter of our native land".

It's expected the new CD will raise tens of thousands of dollars to help the vital environmental work being done by Wildlife Warriors. \$1 from the sale of each CD will go to Wildlife Warriors.

The CD has the full backing of Terri Irwin and also Steve Irwin's manager John Stainton who suggested the project should be a fundraiser for Wildlife Warriors. Terri Irwin says the song is remarkable and moving and captures the essence of Steve Irwin's message. John Williamson is an ambassador for Wildlife Warriors – the charity founded by Steve and Terri Irwin.

The CD is a collection of John Williamson's most passionate environmental songs and it will also include the powerful live performances of "Home Among The Gum Trees" and "True Blue" performed at the Crocoseum (in front of a global audience of millions) as part of the Steve Irwin Memorial Service.

Speaking about the new tribute song, John Williamson said, "Wildlife Warriors; It's Time" wrote itself in minutes. I was devastated by Steve's death. He stood his ground to protect the flora and fauna of our nation and the world. I was a huge admirer. We have to carry Steve's cause on. I'm proud to be an ambassador for his cause."

“What Steve and I had most in common was our deep concern about our diminishing habitat. We must protect the bush. It's our greatest heritage. Our precious wildlife cannot speak for itself. We have thousands of remarkable eco-systems in Australia. We must look after them.”

John performed twice at Australia Zoo at Steve's request and will be back in 2007 at the request of the Irwin family. John says he was deeply honoured to be invited to sing at Steve's memorial service.

Terri Irwin from Wildlife Warriors said, “I was moved the first time I heard this song. It's remarkable. John has captured the essence of Steve's message in a powerful way. This song is about people getting angry about what's happened to our environment. We are honoured John is helping us to get the message across. We must all become wildlife warriors.”

John Stainton – Steve Irwin's manager – said, “This new song is a powerful tribute to Steve Irwin's legacy as a wildlife warrior. John Williamson is one of Australia's true blue legendary performers. He was one of Steve's all time favourite singers. This is a very fitting tribute. We all hope this song will raise much needed money for Wildlife Warriors to keep Steve's dream alive.”

Wildlife Warriors CEO Michael Hornby said, “John Williamson is a true Wildlife Warrior. He is using his influence to help protect our landscape and the wildlife that relies on it, but most importantly John wants to provide a legacy for future generations – just as Steve did. It is time for all Australians to become Wildlife Warriors.”

John Williamson has now recorded 36 albums and sold more than 3 million albums in Australia with “True Blue” the anthem for the Australian Cricket Team during Steve Waugh's reign as captain. He was made a Member of the Order of Australia in 1992 for services to Australian Country Music and for helping to promote conservation issues.

Wildlife Warriors is an independent charity established in 2002 by Steve and Terri Irwin to involve caring people wanting to support and protect injured threatened or endangered wildlife. Its objectives are to protect the natural environment to educate people about wildlife issues, to undertake research and protect threatened and endangered species.

John Williamson said, “Steve Irwin was the real deal. A good bloke – and true blue. I encourage everyone to support the work of Wildlife Warriors. Everyone was stunned by Steve's death. When I heard the news, a hole was blown in my heart. He was a loud proud Aussie who promoted the wonders of our ancient land with incredible enthusiasm. If this new CD helps raise more awareness for the Wildlife Warriors cause, that will be great. It was a true privilege to know Steve Irwin. He was one of a kind. Australia Zoo is doing vital work. We can all become wildlife warriors and make a difference.”

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National Media Launch Details At A Glance For Sydney Media

- When:** Wednesday November 22nd at 11.00 a.m.
- Where:** The Anchorage Room, WatersEdge Restaurant, Ground Floor, Pier 1, 11 Hickson Road, Walsh Bay (Telephone: 02 9427 4927)
- What:** John Williamson will speak about Steve Irwin's life and how he inspired him. He will talk about how we all have to become angry about the environment and the current destruction of the bush.

John met Steve on a number of occasions and is an ambassador for Wildlife Warriors. John will perform one of the most angry songs he has ever written "Wildlife Warriors: It's Time." Tens of thousands of dollars are expected to be raised from the sale of the CD to help the work of Wildlife Warriors.

John will perform Steve Irwin's favourite song "True Blue". John's daughter Ami will speak briefly about her father's passion for the environment and the bush.

Wildlife Warriors CEO Michael Hornby will talk about the work of Wildlife Warriors in protecting threatened and endangered species and looking after the natural environment. Michael will talk about the new project. Terri Irwin and John Stainton (Steve's Manager) have also given full support to the new tribute CD. The launch will run for around 25 minutes (including the performance of 3 songs).

For TV media, general overlay will be made available with footage of Wildlife Warriors at work and other elements on the tape.

*LYRICS FOR THE NEW SONG
WILDLIFE WARRIORS: IT'S TIME*

By John Williamson

**It's time to think of why we're proud to be a part of
A land so ancient, so hard to get a hold of
Why the kangaroo and emu is on the baggy green
Why do we sing of coolabahs, billabongs and cockatoos
Do we really care, are we aware of what we lose
While we knock it down again and again and again**

Chorus:

**C'mon wattle soldiers, wildlife warriors get angry
They'll call you green, they'll call you red
Just stay strong and turn your head
And think of little bilbies and gliders and rare wallabies
Now's the time to stir again
It's time, it's time, it's time, it's time, IT'S TIME**

**Yeah, it's time to stop the slaughter of our native land
No more telling lies, drawing lines in the sand
Maybe we didn't know but surely now it's underhand
No more crocodile tears, did he die in vain
Did he make us cry, did he suffer all his pain
So we could knock it down again and again and again**

Chorus x 2

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WILDLIFE WARRIORS; IT'S TIME: THE TRACKS ON THE NEW CD

1. WILDLIFE WARRIORS: IT'S TIME (John Williamson)
2. RIP RIP WOODCHIP (John Williamson)
3. DINGO (John Williamson)
4. HUMPIN' MY BLUEY (John Williamson)
5. IT'S A WAY OF LIFE (John Williamson)
6. SEND DOWN THE RAIN (John Williamson)
7. GOODBYE BLINKY BILL (John Williamson)
8. KOALA KOALA (John Williamson)
9. A THOUSAND FEET (John Williamson)
10. ANCIENT MOUNTAINS (John Williamson)
11. RIVER CRYING OUT (John Williamson)
12. ROSEWOOD HILL (John Williamson)
13. HOME AMONG THE GUM TREES (Live – Steve Irwin memorial tribute)
14. TRUE BLUE (Live – Steve Irwin memorial tribute)
15. THE TREES HAVE NOW GONE (John Williamson)