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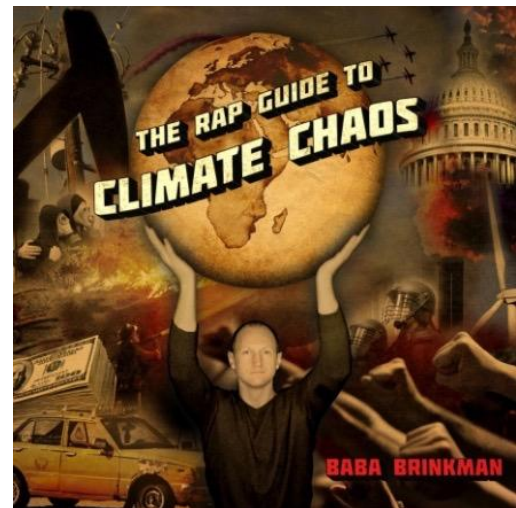
**RAP ARTIST BABA BRINKMAN SHEDS LIGHT ON EARTH'S
UNCERTAIN FUTURE WITH NEW ALBUM
*RAP GUIDE TO CLIMATE CHAOS***

Link: <http://music.bababrinkman.com/album/the-rap-guide-to-climate-chaos>

September 18, 2016 (New York, NY) – We live in a greenhouse, a planet surrounded by heat-trapping gasses which determine earth's surface temperature. Since 1800, we have increased atmospheric CO2 by more than a third and increased the human population sevenfold, with extreme forest fires and floods and deadly heat waves becoming the new normal. In the 1990s, groups like NWA and Public Enemy pioneered a new, harder-edged approach to hip-hop sometimes called “Reality Rap.” Now, with his new album *The Rap Guide to Climate Chaos*, Canadian hip-hop artist Baba Brinkman has given “Reality Rap” a whole new meaning.

A former tree-planter who personally planted more than one million trees, Baba Brinkman has fashioned himself into the world's first “peer reviewed rapper”. Like all of Brinkman's recent albums, *Climate Chaos* was written in consultation with scientific experts – Michael Mann, Naomi Oreskes, and NASA's Gavin Schmidt, among others, plus a guest appearance from **Bill Nye** reprising the Notorious BIG.

The result is some of the most intelligent, and disturbing, music in the industry today, dropping science over soulful hooks and hard-core hip-hop beats and turntablism, with journalistic rhymes designed to provoke both thought and action. Brinkman has harsh truths to offer climate deniers and environmentalists alike. Despite what the hybrid car commercials might tell us, our individual responses to climate change aren't even close to sufficient to stop it. Only through coordinated action can we make a difference. In other words: the challenge is to move the crowd, and Baba Brinkman is stepping up.



*The threat is existential, it's not “environmental”
And your individual response is inconsequential
Only coordination of our whole species
Is gonna keep coastal cities from sinking below the deep seas
When was the last time a solution included all of us?
Geophysics is at the mercy of geopolitics*

Set to be released on **September 30th, 2016**, this record could not come at a better moment, as climate change action sits at the forefront of political discourse and the United States powering through an historic presidential election during the hottest year since record-keeping began. Pushing for greater awareness and action on the climate file, Brinkman recently performed material from *Climate Chaos* at the COP21 Paris Conference and at Google headquarters, and recently concluded a five-month off-Broadway run in New York.

Environmental activism runs in Brinkman's blood, as he explains in the song *What's Beef*, his collaboration with Bill Nye: "When I was thirteen, my mama was working / On her masters on climate change, researching / And my dad ran a company that planted trees / Takin' carbon out the atmosphere with forestry." As a Western Canadian native with tree-hugger parents, Brinkman's passion for science and the natural world find their most potent expression in his unique brand of hyper-conscious rap music.

Brinkman says of his latest release:

Most of us know we have a major problem and need to do something about it, but we don't have a clue where to start. We're told to recycle and change our lightbulbs and take shorter showers, but in the meantime global emissions keep going up. So what gives?

With this album I wanted to explore the range of attitudes to climate change, from the Pope's call for an "ecological conversion" to Donald Trump's dismissal of global warming as a "total hoax" and everything in between. What kind of emotional responses can we have while still being intellectually honest about the issue, and about the science?

I hope people use the album as a wake-up call and a rallying cry to take the threat of climate change more seriously, and paradoxically I hope they also lighten up about it and learn to have fun rising to the challenge. If we can rock a dance floor with a song about carbon finance, maybe our species still has a chance."

The world needs major climate reform, but first it needs informed and energized citizens who understand the scale of the problem and have the will to fix it. In the face of widespread confusion and apathy, how do we reach people with a message this important? Baba Brinkman is leading the charge with *The Rap Guide to Climate Chaos*.

Watch Brinkman perform *Climate Chaos* at Talks by Google: <https://youtu.be/r1ZH6R3ldb4>

For more information, please visit:

www.rapguidetoclimatechaos.com | www.bababrinkman.com

Download the Baba Brinkman app, which will be available on iTunes in October. Made in collaboration with What's Good Apps, it will be a single portal from which users can stream and purchase Baba's music, watch videos, check out photos, keep up with Brinkman on Twitter, and view upcoming gigs via Songkick.

ABOUT BABA BRINKMAN

Baba Brinkman is a Canadian rap artist and award-winning playwright. To date, Brinkman has written six hip-hop plays and released more than a dozen rap albums, toured the world, and enjoyed successful runs at the Edinburgh Fringe Festival and off-Broadway in New York. Brinkman is a pioneer in both science-based rap and also "lit-hop" or literary hip-hop, and he's known for his adaptations of *The Canterbury Tales*, *Beowulf*, and *Gilgamesh*. However, he is best known for his "Rap Guide" series. The first of those, *The Rap Guide to Evolution* ("Astonishing and brilliant" - NY Times), won a Scotsman Fringe First Award and a Drama Desk Award nomination, and was featured on US national TV on *The Rachel Maddow Show* and at the Seattle Science Festival opening for Stephen Hawking. Baba is a recent recipient of the National Center for Science Education's "Friend of Darwin Award" for his efforts to improve the public understanding of evolutionary biology. His latest play, *Rap Guide to Climate Chaos*, was a hit at the 2015 Edinburgh Fringe and subsequently in New York City, presenting the science, economics, and politics of global warming in hip-hop form. His clever and distinctive style has earned him the attention of the [New York Times](#), [Time Out New York](#), [The Village Voice](#), [NPR](#), [Macleans](#), [CBC](#), and the [BBC](#). When he is not on tour, Baba Brinkman resides in New York with his wife, neuroscientist and Discovery TV host Dr. Heather Berlin, and their daughter Hannah.

Track Listings*

1. Options	04:35
2. IPCC	03:59
3. Keep It Positive	01:23
4. Greenhouse (feat. Aaron Nazrul)	04:39
5. Party Don't Stop	01:05
6. Run the Joules	03:01
7. Mo Carbon Mo Problems	01:21
8. What's Beef (feat. Bill Nye)	05:27
9. Battle Lines	01:39
10. Lost in the Numbers	05:05
11. Bright Side	01:36
12. Fossil Fuel Ballers (feat. Aaron Nazrul)	04:45
13. Exxon Knew	01:23
14. Laudato Si	04:41
15. Yank The Plug	01:29
16. Make It Hot	05:57
17. Regulators	01:59
18. Carbon Bubble (feat. Mariella)	05:00
19. Stranded Assets	01:41
20. Ride Electric (feat. Fand)	04:34
21. This or That	01:23
22. Freedom Ain't Free	04:04
23. Stand Up	01:34
24. Makin' Waves (feat. Gaia's Eye)	05:54

*Note on the album structure: all odd-numbered songs except song 1 are shorter than 2 minutes long and constitute brief interludes or footnotes on the content of the 13 full album tracks.