

The Green Music Group (GMG), a project of Reverb, has launched a series of earth friendly calls-to-action this summer. Starting tomorrow, [Guster is challenging fans](#) to use the [Eat Well Guide](#) to find and eat at least one meal using local, sustainably-raised food. Fans can submit photos of their food until noon on Friday June 18th to become eligible to win a Live Nation Ultimate Access Pass.

"Healthy food and clean water are going to be major environmental and social justice struggles in the 21st century and we just want to get our fans excited about supporting community-based food systems that are healthy for people and the planet," said Adam Gardner. "That's what the Guster challenge is all about." Gardner is a Guster member and the founder of Reverb.

The "Eat Local" challenge is part of GMG's mission to encourage concert venues to sell local and organic food. GMG is a group of musicians, industry leaders and fans working to inspire environmental action. Directed at music fans everywhere, a different challenge will launch each week through mid-August with an exclusive video from a founding artist, including the Dave Matthews Band, Sheryl Crow, Linkin Park, The Roots, Barenaked Ladies, Bonnie Raitt, Willie Nelson, Maroon 5 and, of course, those CO2-saving superheroes, Guster. Challenge prizes include season passes to concert venues, a specialized mountain bike and a Honda Insight Hybrid – plus that green glow we all get from just doing the right thing.

[Join the GMG community](#) and check out the various challenges throughout August – and don't forget to use the Eat Well Guide to find fabulous locally produced food all year long.

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