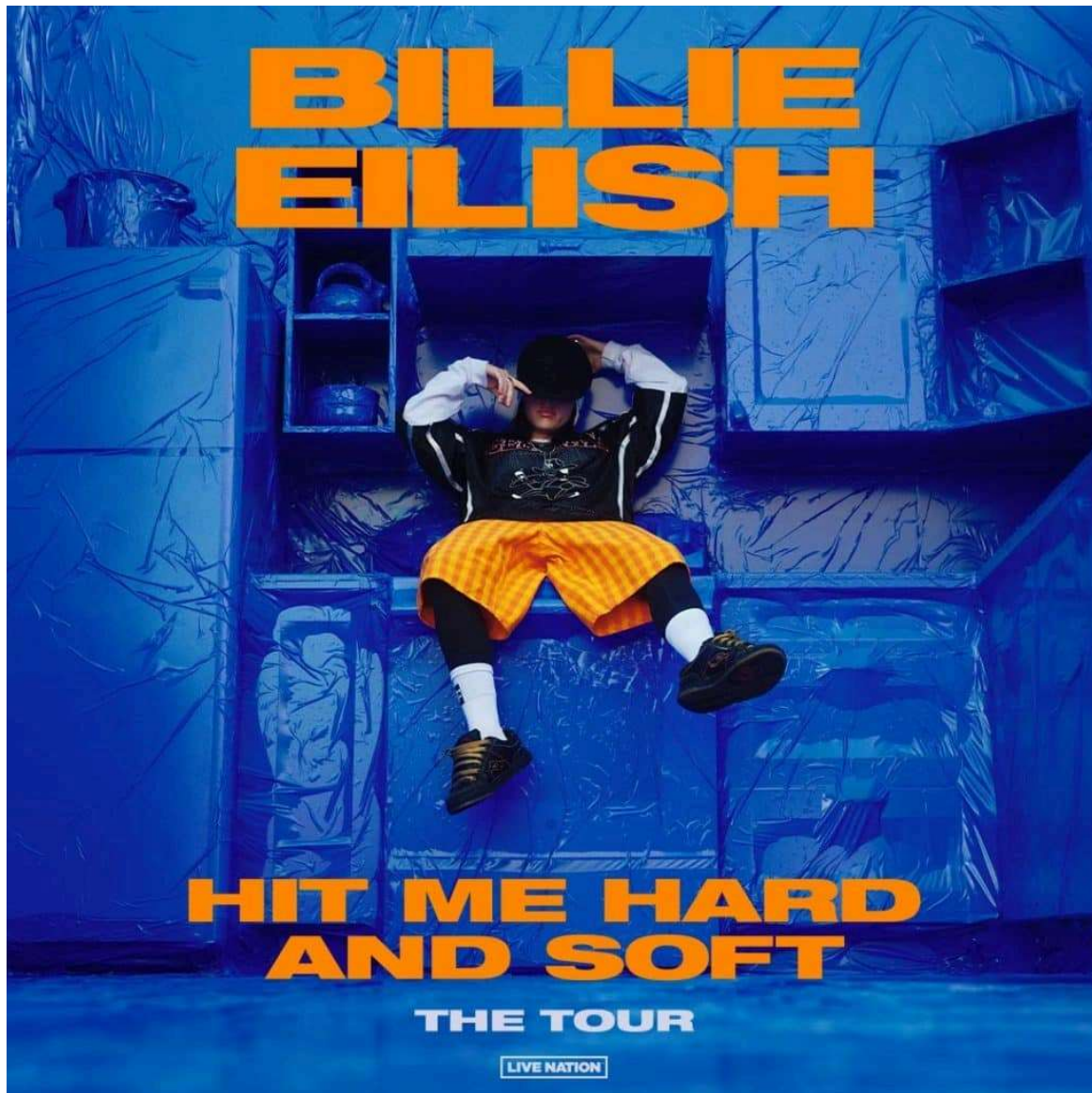


## Billie Eilish Shares Sustainability Plan For 'Hit Me Hard And Soft: The Tour'

SARAH PITTMAN / 11:40 AM, WEDNESDAY, 09/25/2024 / NEWS

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With just days away from the launch of the North American leg of her "Hit Me Hard And Soft: The Tour" Billie Eilish has shared trek's sustainability plan so fans can do their part to help lower the carbon footprint.

An announcement from Eilish's team points out that "over 70% of a concert's carbon footprint comes from guests attending the shows," but also acknowledges that "it's hard to be part of the solution if you aren't provided the tools to make a change." Here's where her tour partners come in, including nonprofits REVERB and Support+Feed, along with Google Maps and promoter Live Nation.

Eilish is encouraging fans to use Google Maps to find public transit options, walking directions and fuel-efficient driving routes. Plus, plant-based restaurant options to and from the venues at tour stops in Atlanta, Baltimore, Chicago, Detroit, Los Angeles, Minneapolis, Nashville, New York, Philadelphia and Washington, D.C., can be found on Eilish's list on Google Maps.

A note from Eilish says, "Adopting a plant-based diet is one of the most impactful ways you can help heal our planet. Here are some great local plant-based options when you come to my shows."

Every venue on the tour will also have plant-based options available for purchase at concessions.

Fans should be sure to pack an empty water bottle as refillable water stations will be available at every show.

Every tour stop will feature an Eco-Action Village sponsored by REVERB where fans can take action including registering to vote or taking voter action with HeadCount in the U.S.; connecting with local climate non-profit organizations and partaking in the Music Climate Revolution Fast Fashion Study to help REVERB to better understand the impacts of fast fashion and its connection to music.

Select cities will offer the chance to participate in plant-based food drives via Support + Feed, the nonprofit founded by Eilish's mother, Maggie Baird, which will help raise awareness and gather food to distribute to local communities.

Behind the scenes, the tour is working to reduce single-use plastics with efforts that include reducing and eliminating single-use water bottles, using paper straws, not offering plastic bags for merch and banning single-use plastic items backstage.

Eilish is once again working with environmental nonprofit REVERB to measure the carbon footprint of the tour and supporting REVERB's Climate Project Portfolio, which is "composed of projects and organizations designed to support measurable greenhouse gas reductions, address climate justice, restore nature, and advance decarbonization efforts in music, all with the goal of addressing the complex challenges of the climate crisis."

Highlights from Eilish's 2022 tour include 133,500 fan actions taken in the Eco Action Village; more than \$1 million raised for nonprofits, environmental justice and climate projects; 117,000 single-use plastic bottles eliminated at shows; and 8.8 million gallons of water saved by serving plant-based meals backstage.

The "Hit Me Hard And Soft" tour starts Sept. 29 in Québec City, Québec, at Centre Videotron. Check out the routing below and visit <https://store.billieeilish.com/pages/sustainability> for more details about Eilish's sustainability plan.

Eilish is managed by Best Friends Music's Danny Rukasin and Brandon Goodman. Earlier this year she switched agencies and is now represented by WME. In 2022 she ranked No. 28 on *Pollstar's* [Year End Top Touring Artists Worldwide chart](#) with a gross of \$74,649,349.10 and 689,029 tickets sold.

#### HIT ME HARD AND SOFT: THE TOUR – NORTH AMERICAN DATES

Sun Sep 29 – Québec, QC – Centre Videotron

Tue Oct 01 – Toronto, ON – Scotiabank Arena

Wed Oct 02 – Toronto, ON – Scotiabank Arena

Fri Oct 04 – Baltimore, MD – CFG Bank Arena

Sat Oct 05 – Philadelphia, PA – Wells Fargo Center

Mon Oct 07 – Detroit, MI – Little Caesars Arena

Wed Oct 09 – Newark, NJ – Prudential Center

Fri Oct 11 – Boston, MA – TD Garden

Sun Oct 13 – Pittsburgh, PA – PPG Paints Arena

Wed Oct 16 – New York, NY – Madison Square Garden

Thu Oct 17 – New York, NY – Madison Square Garden

Fri Oct 18 – New York, NY – Madison Square Garden

Sat Nov 02 – Atlanta, GA – State Farm Arena

Sun Nov 03 – Atlanta, GA – State Farm Arena

Wed Nov 06 – Nashville, TN – Bridgestone Arena

Fri Nov 08 – Cincinnati, OH – Heritage Bank Center

Sun Nov 10 – Saint Paul, MN – Xcel Energy Center

Mon Nov 11 – Saint Paul, MN – Xcel Energy Center

Wed Nov 13 – Chicago, IL – United Center

Thu Nov 14 – Chicago, IL – United Center

Sat Nov 16 – Kansas City, MO – T-Mobile Center

Sun Nov 17 – Omaha, NE – CHI Health Center Omaha

Tue Nov 19 – Denver, CO – Ball Arena

Wed Nov 20 – Denver, CO – Ball Arena

Tue Dec 03 – Vancouver, BC – Rogers Arena

Thu Dec 05 – Seattle, WA – Climate Pledge Arena

Fri Dec 06 – Seattle, WA – Climate Pledge Arena

Sun Dec 08 – Portland, OR – Moda Center

Tue Dec 10 – San Jose, CA – SAP Center at San Jose

Wed Dec 11 – San Jose, CA – SAP Center at San Jose

Fri Dec 13 – Glendale, AZ – Desert Diamond Arena

Sun Dec 15 – Inglewood, CA – Kia Forum

Mon Dec 16 – Inglewood, CA – Kia Forum

Tue Dec 17 – Inglewood, CA – Kia Forum

HIT ME HARD AND SOFT: THE TOUR – AUSTRALIA

Tue Feb 18, 2025 – Brisbane, Australia – Brisbane Entertainment Centre

Wed Feb 19, 2025 – Brisbane, Australia – Brisbane Entertainment Centre

Fri Feb 21, 2025 – Brisbane, Australia – Brisbane Entertainment Centre

Sat Feb 22, 2025 – Brisbane, Australia – Brisbane Entertainment Centre

Mon Feb 24, 2025 – Sydney, Australia – Qudos Bank Arena

Tue Feb 25, 2025 – Sydney, Australia – Qudos Bank Arena

Thu Feb 27, 2025 – Sydney, Australia – Qudos Bank Arena

Fri Feb 28, 2025 – Sydney, Australia – Qudos Bank Arena

Tue Mar 4, 2025 – Melbourne, Australia – Rod Laver Arena

Wed Mar 5, 2025 – Melbourne, Australia – Rod Laver Arena

Fri Mar 7, 2025 – Melbourne, Australia – Rod Laver Arena

Sat Mar 8, 2025 – Melbourne, Australia – Rod Laver Arena

HIT ME HARD AND SOFT: THE TOUR – EUROPE/U.K./IRELAND

Wed Apr 23, 2025 – Stockholm, Sweden – Avicii Arena

Thu Apr 24, 2025 – Stockholm, Sweden – Avicii Arena

Sat Apr 26, 2025 – Oslo, Norway – Telenor Arena

Mon Apr 28, 2025 – Copenhagen, Denmark – Royal Arena

Tue Apr 29, 2025 – Copenhagen, Denmark – Royal Arena

Fri May 2, 2025 – Hannover, Germany – ZAG Arena

Sun May 4, 2025 – Amsterdam, Netherlands – Ziggo Dome

Mon May 5, 2025 – Amsterdam, Netherlands – Ziggo Dome

Wed May 7, 2025 – Amsterdam, Netherlands – Ziggo Dome

Fri May 9, 2025 – Berlin, Germany – Uber Arena

Thu May 29, 2025 – Cologne, Germany – Lanxess Arena

Fri May 30, 2025 – Cologne, Germany – Lanxess Arena

Sun June 1, 2025 – Prague, Czech Republic – O2 Arena

Tue June 3, 2025 – Kraków, Poland – Tauron Arena

Wed June 4, 2025 – Kraków, Poland – Tauron Arena

Fri June 6, 2025 – Vienna, Austria – Stadthalle

Sun June 8, 2025 – Bologna, Italy – Unipol Arena

Tue June 10, 2025 – Paris, France – Accor Arena

Wed June 11, 2025 – Paris, France – Accor Arena

Sat June 14, 2025 – Barcelona, Spain – Palau Sant Jordi

Sun June 15, 2025 –Barcelona, Spain – Palau Sant Jordi

Mon Jul 7, 2025 – Glasgow, UK – OVO Hydro

Tue Jul 8, 2025 – Glasgow, UK – OVO Hydro

Thu Jul 10, 2025 – London, UK – The O2

Fri Jul 11, 2025 –London, UK – The O2

Sun Jul 13, 2025 – London, UK – The O2

Mon Jul 14, 2025 – London, UK – The O2

Wed Jul 16, 2025 – London, UK – The O2

Thu Jul 17, 2025 – London, UK – The O2

Sat Jul 19, 2025 – Manchester, UK – Co-op Live

Sun Jul 20, 2025 – Manchester, UK – Co-op Live

Tue Jul 22, 2025 – Manchester, UK – Co-op Live

Wed Jul 23, 2025 – Manchester, UK – Co-op Live

Sat Jul 26, 2025 – Dublin, Ireland – 3Arena

Sun Jul 27, 2025 – Dublin, Ireland – 3Arena

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