



We Have The Power

ColoradoCarbonFund.org

FOR IMMEDIATE RELEASE

Monday, September 21, 2009

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Office for Resource Efficiency teams with GEO's Project C to reduce greenhouse gas emissions

GUNNISON COUNTY – Project C and its local partner – the Office for Resource Efficiency – announced this week the launch of a series of initiatives and events designed to reduce carbon emissions and develop funding for energy efficiency and clean energy projects in the region.

Project C and the associated Colorado Carbon Fund (www.ColoradoCarbonFund.org), comprise a groundbreaking campaign – the first statewide project of its kind – to provide high quality, verifiable carbon offsets for consumers concerned about climate change and further advances Colorado's New Energy Economy.

Consumers can compensate for their own carbon emissions - generated by everyday activities such as driving and home-heating - by helping to fund projects in Colorado, including in Gunnison and Hinsdale Counties that measurably reduce greenhouse gases emitted into the atmosphere.

"The Governor's Energy Office is proud to join the Office for Resource Efficiency to support carbon emission reductions in a New Energy Economy," said Tom Plant, executive director of the GEO, which established Project C and the Colorado Carbon Fund. "Carbon offsets are a part of a three step process for consumers to engage in a sustainable energy lifestyle. First is measurement of emissions; second is reduction of emissions through efficiency and renewable energy; third is offset of the remaining emissions through the Colorado Carbon Fund," Plant said.

"Taken as a package, the Colorado Carbon Fund's voluntary carbon offsets will help us to meet our greenhouse gas reduction goals from the state's Climate Action Plan." Within Gunnison and Hinsdale Counties, 20 percent of monies donated to the Colorado Carbon Fund will be directed back to local energy efficiency and clean energy projects.

The Office for Resource Efficiency, in its partnership with GEO's Project C campaign, will be targeting educational efforts to a variety of constituents including business, residents and visitors. Through partnerships with local organizations ORE will effectively market carbon offsets throughout the Gunnison Valley. This effort is concurrent with the recently adopted and developed local energy action plans to achieve the carbon reduction

think

Use our online calculator to measure the greenhouse gas emissions from your energy use, driving and air travel.

act

Take simple steps to reduce your energy consumption - you'll lower emissions and save money on your energy and fuel.

fund

For the emissions you can't reduce on your own, donate to the Colorado Carbon Fund and we'll support projects that reduce emissions right here in our state.



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goals stated in the plans. ORE is facilitating this intergovernmental collaboration of the four local governments (the City of Gunnison, Gunnison County, and the Towns of Crested Butte and Mt. Crested Butte) in their adoption and development of the Energy Action Plans.

Businesses participating in the Energy Wise Business Program (EWBP) will be encouraged to offset their carbon footprint through the Colorado Carbon Fund after having implemented business specific energy and resource efficiency measures. The Office for Resource Efficiency will work with the local Chambers of Commerce to promote the Project C campaign.

A drawing with prizes is offered by the Office for Resource Efficiency to everyone who submits their carbon footprint through ORE's new website after calculating the individual annual carbon footprint by visiting the Colorado Carbon Fund www.coloradocarbonfund.org (click on THINK).

Enter the results (Home, Air, and Auto) before ski area opening day on November 25th into the ORE Drawing Entry form on the ORE website www.resourceefficiency.org. Then you will be entered to win great prizes, such as HEAD Jr Skis with bindings, KEEN Shoes (model of your choice), Osprey Resource Backpack, a Smartwool Shirt, or plenty of Smartwool hats. The drawing will be held at the ORE booth at Crested Butte Mountain Resort on ski area opening day.

The Colorado Carbon Fund recently announced its first clean energy project: a landfill gas-to-electricity facility in Larimer County that will offset greenhouse gas emissions while generating clean electricity for up to 900 homes.

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Five Simple Steps to Cut Your Carbon

- If you have a clothes washing machine, use cold water. According to ENERGY STAR, washing clothes in cold water will save you up to \$40 per year.
- Install water-efficient showerheads and faucets. It really helps! 1.8 gallon per minute showerheads can reduce your hot water consumption by as much as 10%. You'll see savings up to \$6 per year for a sink faucet aerator and \$20 per year for a showerhead.
- Switch to compact fluorescent light (CFL) bulbs. They cost a little more, but you can save about \$40 over the life of just one bulb.
- Use public transportation, carpool, ride your bike to reduce driving.
- When you do drive, be less aggressive - avoid hard braking, fast starts, speeding and excessive idling – and combine trips.

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