



We Have The Power
ColoradoCarbonFund.org

FOR IMMEDIATE RELEASE
MONDAY, MARCH 30

CONTACTS

Susan Innis, Colorado Carbon Fund, 303.866.2309, susan.innis@state.co.us

Matt Scherr, Eagle Valley Alliance for Sustainability, 970.827.9999, mscherr@eaglevalleyalliance.org

Todd Hartman, Governor's Energy Office, 303.866.2622, todd.hartman@state.co.us

Project C teams with Vail Valley partners to reduce global warming emissions

VAIL – Project C and its local partners – the Eagle Valley Alliance for Sustainability, the Town of Vail and the Vail Valley Partnership – announced this week the launch of a series of initiatives and events designed to reduce carbon emissions and develop funding for 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 the Vail Valley, that measurably reduce greenhouse gases emitted into the atmosphere.

"The Governor's Energy Office is proud to join its Vail Valley partners 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 Eagle County, 20 percent of monies donated to the Colorado Carbon Fund will be directed back to local clean energy projects. Two Vail Valley businesses, Alpine Bank and B-Line Xpress Limo, have already partnered with the Colorado Carbon Fund with contributions to offset greenhouse gas emissions from their own operations.

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.



We Have The Power

ColoradoCarbonFund.org

"We feel Project C is a way for our company to give back to the environment we benefit from. The best part: the funding goes directly into the community in which we serve and operate within," said Chris Bookidis, chief executive officer of B-Line Xpress limo service, which provides mountain transportation between ski resorts. "We recognize the importance of offsetting our carbon footprint. We have found this program to be an honest, effective way to contribute in making environmental improvements."

"We chose the Colorado Carbon Fund because the funds invested stay within Colorado," said Michael Glass, President of Alpine Bank in Vail. "Also, a good portion of the funds make their way back to local initiatives which provide Alpine Bank a way to continue to give back to the local groups and communities which have made Alpine successful."

The Eagle Valley Alliance for Sustainability, in its partnership with Project C, will be developing a tool to help local residents determine how much carbon emissions they generate in their daily lives - their "carbon footprint" - to raise awareness about steps people can take to reduce their contribution to global warming. In addition, the Vail Valley Partnership and the Town of Vail are promoting Project C to event partners as part of the "Destination Preservation" sustainability program, which encourages the Vail Valley hospitality industry to use practices that improve business performance while conserving and protecting our natural environment.

As part of the Vail Valley Partnership's Destination Preservation program, organizations attending Vail area events and lodging in the area would be encouraged to donate to the Colorado Carbon Fund to offset the carbon generated by travel to and from the event.

The Eagle Valley Alliance for Sustainability also plans several upcoming events to help launch and promote Project C in the Vail Valley. Those include the Party for the Planet Earth Day Celebration in downtown Eagle on April 25 and the EverGreen Ball, a major August fundraiser for three local environmental organizations. For more information about EVAS and Project C events, visit www.eaglevalleyalliance.org

To help ensure accountability for participants, the Colorado Carbon Fund will spend its funds only on projects developed in Colorado. The Portland, Ore.-based Climate Trust, one of the country's most experienced offset project developers, has been enlisted by the GEO as a third-party organization to help select and manage Colorado's offset projects.

###

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.



We Have The Power

ColoradoCarbonFund.org

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.

###

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.