



**For Immediate Release**

## **Offsetters sacks Grey Cup emissions**

*For second year, Offsetters partners with CFL to make the Grey Cup a climate friendly event*

**Nov. 10, 2011, Vancouver, BC** – Before all the cheerleading, touchdowns and spectacular passes, Offsetters, Canada’s leading carbon management solutions provider, is huddling with the CFL to make the 99<sup>th</sup> Grey Cup in Vancouver, BC, a climate friendly event.

For the second year in a row and as a part of the Canadian Football League’s (CFL) Green Drive program, (an initiative developed in 2007 to minimize the environmental impacts created by the Grey Cup), Offsetters will work closely with the CFL to measure and offset emissions generated by this year’s Grey Cup game.

To calculate the event’s carbon footprint, the team at Offsetters will examine a number of factors, including the emissions produced by heating and electricity for BC Place on game day, and the emissions associated with air travel to Vancouver by the teams and officials. The 99<sup>th</sup> Grey Cup emissions will be offset with high quality carbon offset credits from Offsetters.

“We’re happy to be working with the CFL to make Canada’s largest annual sporting event climate friendly,” said Kari Grist, senior vice president marketing and client engagement, Offsetters. “Vancouver is a city known for its ambitious sustainability agenda and low greenhouse gas emissions per capita, and it’s an honour to help the CFL share their green story on the national stage.”

Over the years, Offsetters has worked with a number of large-scale sporting events and teams, including the Vancouver 2010 Olympic and Paralympic Winter Games, the 2011 Baltimore Grand Prix, and the 2009 BMO Vancouver Marathon. Currently, Offsetters is a sponsor of the Canadian Olympic Team.

CFL fans can calculate their own travel emissions and learn how to reduce their carbon footprint by visiting [www.offsetters.ca](http://www.offsetters.ca).

### **About Offsetters**

Offsetters is Canada’s leading carbon management solutions provider, based in Vancouver, BC. Founded in 2005, the company helps organizations and individuals understand, reduce, and offset their climate impact. Offsetters invests in high-quality projects that achieve tangible reductions in greenhouse gas emissions and was the first official supplier of carbon offsets in the history of the Olympic movement (Vancouver 2010 Olympic and Paralympic Winter Games). Offsetters is proud to assist leading organizations manage their carbon footprints including Harbour Air, Vancity, and Aimia (formerly Groupe Aeroplan). For more information and a full list of Offsetters clients and achievements, visit [www.offsetters.ca](http://www.offsetters.ca).

### **About the Canadian Football League**

The Canadian Football League is our league. It's built on a tradition as proud, staged on a field as broad, and played at a pace as exciting as the country we are proud to call home. Our championship game, the Grey Cup, is the biggest single annual sporting event in Canada. The 99th edition will be played on November 27, 2011 in Vancouver, British Columbia.

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