



For Immediate Release

Resolve to make 2012 the year to get in (carbon) shape

Offsetters offers five easy ways to reduce and shed unwanted greenhouse gas emissions – for good

Dec. 19, 2011, Vancouver, BC – This New Year’s, instead of joining the masses by resolving to lose weight, think about tightening a different kind of belt: personal carbon emissions. Offsetters, Canada’s leading carbon management solutions provider, is encouraging resolution-makers to take action on personal carbon emissions in the new year with five easy strategies.

“The time is now for all of us to get into ‘carbon shape,’ shed greenhouse gas emissions and become personally accountable,” said Kari Grist, senior vice president marketing and client engagement, Offsetters. “Even with small steps, we can collectively take action on climate change.”

Over the years, Offsetters has helped a number of individuals and businesses understand, measure, reduce and offset carbon emissions while investing in high-quality projects that achieve tangible reductions in greenhouse gas emissions.

The Vancouver-based company has also achieved a number of “firsts,” including being the first official supplier of carbon offsets in the history of the Olympic movement, being the largest initial supplier of carbon offsets to a BC Crown Corporation and being the first Canadian company to co-develop a Gold Standard cookstove project in Africa. Offsetters is also the carbon offset provider to Harbour Air, North America’s first carbon neutral airline.

“As with any New Year’s resolution, the best place to start is by weighing in and getting a good idea of where you’re at,” said Grist. “Visit our website and calculate the emissions from a recent flight or from a year’s worth of driving. Next, set some tangible goals to reduce your emissions – these should be personally meaningful and designed to last. For those emissions that can’t be reduced, consider offsetting by purchasing credits from high-quality renewable energy projects. Last, and perhaps most important, share your strategies for success with family and friends, encouraging them to get in carbon shape as well.”

Offsetters’ five easy ways to reduce and shed unwanted greenhouse gas emissions – for good

1. *Say no to junk mail* – The average Canadian receives between 550 and 800 pieces of junk mail each year. Opt out by putting a note in or on your mailbox stating that you don’t want to receive ‘unaddressed aemail’ – this can save the equivalent amount of greenhouse gas emissions as burning 30L of gasoline.
2. *Commute sustainably* – Take advantage of a workplace bus pass program, ride a bike one day a week or carpool with co-workers. And don’t get bogged down with getting it perfect right off the bat: start by commuting sustainability one day a week and go from there.
3. *Give up one-sided printing* – It’s true: all the cool kids have double-sided set as their printer’s default!
4. *Unplug not-in-use appliances and cell phone chargers* – Current estimates show that standby power use in Canada (also known as “vampire power” due to the suck of power in the middle of the night) accounts for about five per cent of residential electricity use and one per cent of global carbon emissions.
5. *Purchase pre-owned* – With a slew of great websites to choose from, buying pre-owned furniture, bikes, cars, gadgets and sporting equipment can not only save lots of money, but it also keeps products out of landfills and reduces the demand for energy-intense manufacturing.

To learn more about measuring and reducing greenhouse gas emissions, and Offsetters' high quality offset projects, visit 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 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 all of Offsetters clients and achievements, visit www.offsetters.ca.

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