

## The Carbonfund.org Guide to Media Outreach



Thank you for being a leader in the fight against global warming and for joining Carbonfund.org's CarbonFree® Partner program.

This guide outlines how you can make a splash with the news and suggests some easy steps you can take to get the most bang for your buck when it comes to the media. The steps we recommend are based off a simple media truth: the local press loves doing stories that take a local angle on a national story.

The good news? You definitely qualify.

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First, **let's cover the basics.** When you become a CarbonFree® Partner, Carbonfund.org does some things for you:

- Awards you with a certificate to display in your establishment
- Includes your business in *myClimateMinute*, our e-newsletter (circulation about 20,000)
- Provides you a news release template to help you craft a compelling message
- Displays your logo and can post your finished news release or news on our website
- Adds you to our online, searchable list of CarbonFree® Partners
- Gives you support in developing content to promote our partnership

**Now it's up to you.** As a local business leader, you are your own best messenger to the local media. By partnering with a national nonprofit like Carbonfund.org, you have become a part of one of the biggest news stories around: going green. It's time to announce your arrival as a carbon conscious business to the world, and the most effective outreach starts close to home.

Here's what to do:

- **Draft News Release.** Use the template we've provided on the next page. We didn't want to write the whole thing for you (this is your voice!), but we've included some helpful language to get you started. When you've drafted a release, we encourage you to obtain our feedback by emailing a copy to [media@carbonfund.org](mailto:media@carbonfund.org).

- **Contact Local Media.** What local news radio stations do you listen to? What local news programs do you watch? Look up the contact for the producers of these shows and email them the news release. Then look up the contact info for the business and/or environmental editor and reporter you like from your local newspaper. Any and all media outlets based nearby (your city, your county) should be interested. You may not get them to write a massive, front-page feature, but our bet is you'll get something.
- **Follow Up.** Often, all it takes is one follow-up call to make news in your community. Just ask if they received the news release and let them know you're available to talk about it. Contact us for help or moral support if you need it.
- **Blog, website, newsletter.** Put the announcement on your blog, in your newsletter, on your website, or all three! Highlight our partnership and talk about your other green initiatives.

Last but not least, get creative! Screen a documentary on global warming for your customers, or shoot your own video and post it on GoGreenTube. Buy a soap box or host an event (don't forget to invite the media!) to let people sound off about energy issues. Ok, to work!

## NEWS RELEASE TEMPLATE

[You can use your logo on the header.]

### **For Immediate Release**

[Media Contact Name]  
[Your business/organization]  
[Media Contact Email]  
[Media Contact Phone]

## **[Headline – see examples below for ideas]**

*[Brief sub-headline, if needed]*

**[City, State], [Date]** – [Your Organization] today announced that it is offsetting its carbon emissions with Carbonfund.org, the leading nonprofit carbon offset and climate solutions organization. By joining Carbonfund.org’s CarbonFree® Partner program, [Your Organization] has joined a national movement of businesses and organizations that are leading the fight against global warming.

Carbonfund.org’s CarbonFree® Partner program supports third-party validated renewable energy, energy efficiency, and reforestation projects in the U.S. and abroad to reduce global CO<sub>2</sub> emissions and help hasten our transition to a clean energy future.

[Use this space to talk about your business or organization:  
What does your business do or offer? Include a link to your website, if you have one.  
What is your environmental commitment? Have you taken other steps to reduce your climate impact? For example, does your business source from sustainable vendors?  
Do you buy green power?]

[Now it’s time for a quote from your President, Executive Director, or other key person. There’s no right thing to say here, but make it genuine! For example, you can talk about how excited you are to be taking a leadership role, giving back to the environment, and your community.]

[We’d also be happy to provide you with a quote. Just email us at [media@carbonfund.org](mailto:media@carbonfund.org) and we’ll make it happen.]

[Anything we missed? Include it here. Just remember, when it comes to news releases, less can be more. Reporters’ time is precious, so the more there is to read the less likely it is for some reporters to read it.]

### **About [Your Organization’s Name]**

[Write a few sentences about your business or organization. This is called “boilerplate.” Ours is included just below.]

### **About Carbonfund.org**

Carbonfund.org is the leading nonprofit carbon reduction and climate solutions organization, making it easy and affordable for individuals, businesses and organizations to reduce their climate impact by supporting third-party validated renewable energy, energy efficiency and reforestation projects. Carbonfund.org has over 450,000 individual supporters and works with over 1,300 business and nonprofit partners including Discovery, Motorola, Amtrak, Volkswagen, Dell, JetBlue, and Staples. Please visit [www.carbonfund.org](http://www.carbonfund.org).

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***That's it!*** You can make your press release look however you want – the template above is only a suggestion. On the following pages you'll find examples of past news releases from our CarbonFree® Partners. You'll even find a news release for a CarbonFree® Event and a CarbonFree® Certified Product in there.

*These aren't tough to write, but pitched properly to local news outlets they did generate some good press for our partners. Let us know if you have any questions. We encourage you to obtain our feedback by emailing a copy of your draft release to [media@carbonfund.org](mailto:media@carbonfund.org). Please let us know as well how successful you are; we appreciate hearing from our partners!*

- The Team at Carbonfund.org

*EXAMPLE – CarbonFree® Partner*



## **Wooster Asset Management Takes an Environmental Leadership Position by Joining the CarbonFree® Partner Program**

NEW YORK, NY - February 7, 2008 - Wooster Asset Management announced today it has offset its carbon emissions for 2008 with Carbonfund.org, the leading nonprofit carbon offset and climate solutions organization. While most smaller firms like Wooster with 10 or fewer employees have a carbon footprint that is less than 70 tons per year, Wooster Asset Management is offsetting 600 tons of CO2 emissions, demonstrating the proactive steps the firm is taking in the fight against global climate change.

"Some might say that since we are not from a particularly emissions-intensive industry, climate change isn't really our problem to solve, but we are strong believers in our collective responsibility to protect global environmental resources for our generation and those to come," said Erik Postnieks, Chief Executive Officer of Wooster Asset Management. "We hope our example will promote education and awareness about the steps business and individuals can take to offset CO2 emissions and I think people will find it's a lot easier to do than they might have thought."

Wooster Asset Management's emissions offset purchase will go toward supporting reforestation projects in the US and abroad.

"It was very important for us to work with an organization that supports certified projects that are recognized and comply with the standards set forth by leading international organizations such as the United Nations and others," added Erik Postnieks. "We also sought an organization that offered verification by independent auditors. Carbonfund.org met these criteria."

"Wooster Asset Management recognizes that we all have to take responsibility for preventing climate change, and the investment industry can serve as a powerful catalyst for solving climate change," said Eric Carlson, President, Carbonfund.org. "Through this commitment, Wooster Asset Management is leading by example by investing in a low-carbon future for everyone. We're delighted to have their support."

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*EXAMPLE – CarbonFree® Partner*

PARK AVENUE  
CATERING

## **Park Avenue Catering Partners with Carbonfund.org to Go CarbonFree®**

SANTA ROSA, CA. - June 24, 2008 - Park Avenue Catering announced today that it is offsetting its carbon emissions with Carbonfund.org, one of the country's leading carbon offset organizations. Park Avenue Catering is offsetting emissions from its electric and natural gas consumption as well as vehicle emissions for travel to and from Park Avenue's offices and to and from all catering events. In addition, Park Avenue Catering will be offering its clients the opportunity to offset their travel-related emissions. This commitment establishes Park Avenue Catering as an environmental leader in the catering community and demonstrates the proactive steps it is taking in the fight against global climate change.

Park Avenue Catering's customers are very concerned about global warming. Considering the implications of climate change, carbon offsets through Carbonfund.org are a natural extension of the work Park Avenue Catering does on behalf of its clients.

Park Avenue Catering partnered with Carbonfund.org through industry recommendations. Its choice was influenced by the flexibility that allows it to direct its support to where it is most needed. Carbonfund.org's employees' strong commitment to the environment and willingness to work with Park Avenue Catering in determining the best way to offset its emissions were also strong factors in the decision.

"Making a commitment to reduce and offset our carbon footprint is another step in the direction of making Park Avenue Catering a positive force in our community," said Chef Bruce Riezenman, President/Executive Chef of Park Avenue Catering.

"Food is still one of the strongest links between us and nature, and consumers are increasingly showing their awareness of that link by choosing food that takes account for its environmental costs," said Eric Carlson, President, Carbonfund.org. "Park Avenue Catering deserves praise for joining the CarbonFree Program and offsetting their electric, natural gas, and travel-related emissions."

### **About Park Avenue Catering**

Chef Bruce Riezenman is the guiding force behind Park Avenue Catering, the most highly regarded caterer in the North Bay. From its' inception in 1989, Park Avenue Catering has supported local vendors, and has been committed to protecting the environment, supporting sustainable, healthy alternatives and giving back to the community. He is one of California wine country's top authorities on food & wine pairing and has taught and cooked around the world. Park Avenue Catering offers only sustainable seafood choices; serves shade-grown, fair trade coffee; is trans-fat-free; & uses rBST-free dairy products. Bruce's food focus is local, natural, sustainable and organic.

PAC is in the process of fully composting its organic waste stream and has active recycling program.

**About Carbonfund.org [\*updated paragraph available on p. 3 above\*]**

Carbonfund.org is one of the country's leading carbon reduction and offset organizations, making it easy and affordable for individuals, businesses and organizations to reduce their climate impact. Carbon offsets enable individuals and businesses to reduce carbon dioxide emissions they are responsible for in their everyday lives by supporting renewable energy, energy efficiency and reforestation projects where they are most cost effective. Carbonfund.org works with over 700 corporate and nonprofit partners including Discovery, Volkswagen, Amtrak, Dell, Orbitz, Staples, and JetBlue.

*EXAMPLE – CarbonFree® Partner*



## **CODi Takes an Environmental Leadership Position by Joining Carbonfund.org's CarbonFree® Program**

HARRISBURG, PA - June 16, 2008 - CODi, Inc.(R) announced today that it is offsetting its carbon emissions with Carbonfund.org, one of the country's leading carbon offset organizations. CODi has chosen to offset its carbon emissions from its shipping activity. This commitment establishes CODi as an environmental leader in the corporate mobility solutions community and demonstrates the proactive steps it is taking in the fight against global climate change.

CODi intends to set an example as an environmentally and socially responsible manufacturer, and offsets through Carbonfund.org give it the opportunity to do just that. Carbonfund.org's partners are environmental leaders in their respective industries, and CODi will be on par with them in its sector. CODi believes such collective responsibility will have measurable impact on global warming.

"Being eco-conscious is a growing concern for us as an organization, and is shaping the decision-making of many of our corporate customers," explained CODi spokesperson Julie Bancroft. "Because our customers' needs are the cornerstone of everything we do, we're partnering with Carbonfund.org to echo our commitment to them and the environment."

"Running a business without offsetting related carbon emissions is like carrying your laptop without a secure, strong case--irresponsible and short-sighted," said Eric Carlson, President, Carbonfund.org. "Fortunately, CODi is as committed to protecting the environment as it is to outfitting corporate road warriors. We welcome them to the CarbonFree Partner Program."

### **About CODi, Inc.**

CODi, Inc. is a trusted provider of mobile business solutions, from a complete line of light-weight, quality laptop carrying cases to mobile accessories and security solutions. Since 1992, CODi has been a pioneer in the notebook and tablet case industry, using only premium materials for durability and a lifetime of use. CODi's unwavering attention to the "corporate road warrior" ensures unique and attentive service to corporate partners and consumers. For more information on how to buy CODi products, call 1-800-263-4462 or visit [www.codidirect.com](http://www.codidirect.com).

### **About Carbonfund.org**

**[\*updated paragraph available on p. 3 above\*]**

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## *EXAMPLE – CarbonFree® Event*



## **LayFlats Arts & Music Festival Offsets its Carbon Footprint with Carbonfund.org**

WEST LAFAYETTE, IN - May 12, 2008 - LayFlats Arts & Music Festival announced today that it is offsetting its carbon emissions with Carbonfund.org, one of the country's leading carbon offset organizations.

As a CarbonFree® Event, LayFlats is offsetting 90 metric tons of CO<sub>2</sub> emissions through the support of Carbonfund.org's renewable energy, energy efficiency and reforestation projects. In addition, LayFlats is helping its attendees reduce their own carbon footprint by promoting carpooling and use of public transportation, as well as providing recycling bins at the event. This commitment establishes LayFlats as an environmental leader in the Greater Tippecanoe community and demonstrates the proactive steps LayFlats is taking in the fight against global climate change.

"We did our best to calculate our total CO<sub>2</sub> emissions based on having 5,000 people drive (without carpooling) to the Tippecanoe Outdoor Amphitheatre during the course of our two day event. Then we nearly doubled our carbon offset as we plan on a huge turnout," said Johnny Klemme, Founder of the LayFlats Arts and Music Festival.

"Most of an event's carbon footprint is from the travel to and from the event. We all want to enjoy festivals like the LayFlats Arts and Music Festival," said Eric Carlson, President, Carbonfund.org. "That's why we're proud to make LayFlats CarbonFree. Together we're helping protect the outdoor environment of the festival."

### **About the LayFlats Arts and Music Festival**

Known locally as LayFlats, the LayFlats Arts and Music Festival is an annual outdoor music and arts festival held at the Tippecanoe Outdoor Amphitheater in West Lafayette, Indiana. This multi-day family festival takes place at a 160 acre wooded park with proceeds supporting local charities to benefit children's art therapy, outreach and support programs. For more information, visit [www.layflatsfestival.com](http://www.layflatsfestival.com).

### **About Carbonfund.org**

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*EXAMPLE – CarbonFree® Certified Product*

## **Taking Eco-Conscious to the Next Level: Royal Hawaiian honeys are first certified carbon neutral food**

### **Progressive Family Farm on Big Island Launches Cutting-Edge Program to Offset Production Emissions**

CAPTAIN COOK, HI - December 5, 2007 - Carbonfund.org in partnership with Tropical Traders Specialty Foods, LLC, today announced the launch of the first U.S. food product to be certified CarbonFree® - Royal Hawaiian Honey. All carbon emissions generated in the production and shipping of the honeys are calculated and offset through the support of reforestation, renewable energy and energy efficiency projects.

Carbonfund.org's CarbonFree® Certified Product Label designates products that have undergone a rigorous "life cycle analysis" to determine how much carbon emissions the product is responsible for, from the gathering of raw materials to the electricity used in production and the shipping of products to their final destination on the shelves.



In the case of the Royal Hawaiian Honey line, certification includes the energy used in the extraction of silica from the ground to manufacture its glass jars, the production and printing of its label, the amount of energy used in bottling the honey, and shipping from the Big Island to markets as far away as New York City. Royal Hawaiian Honey is distributed by Tropical Traders Specialty Foods.

"CarbonFree certification for our Royal Hawaiian Honey line is a seamless extension of our commitment to organic agriculture. We are simply taking that dedication to the next level," Rebeca Kronos, Co-Founder of Tropical Traders said. "By taking responsibility for its carbon footprint and investing in renewable energy sources, the Royal Hawaiian Honey line is an example of how the American food industry can make a difference."

"We are extremely pleased to certify the Royal Hawaiian Honey line as CarbonFree," Carbonfund.org President Eric Carlson said. "Tropical Traders is at the vanguard of a huge transformation in the way consumers choose to spend their dollars, one that will see individuals looking for the CarbonFree label on products just as they look for the organic label on food or the Energy Star label on appliances."

There is an enormous amount of energy used in the growing, packaging and shipping of food in this country. An estimated 17 percent of the energy consumed in the United States goes into getting our food to market - over 100 billion gallons of oil per year.

#### **About Tropical Traders**

Tropical Traders Specialty Foods, LLC, is a wholesale specialty food company focusing on hand-crafted, artisanal goods. In 2005, the company launched with its Royal Hawaiian Honey brand, a

line of three gourmet and organic single-source varietal honeys produced on the Big Island of Hawaii. The company has offices in Captain Cook, Hawaii and Oakland, California. For more information visit: [www.tropicaltradersfoods.com](http://www.tropicaltradersfoods.com)

**About Carbonfund.org**

**[\*updated paragraph available on p. 3 above\*]**

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*EXAMPLE – CarbonFree® Partner*

## **Basket Case Wines is Now Footloose and CarbonFree®!**

PACIFIC CITY, OR - November 15, 2007 - Basket Case Wines is excited to announce that while it has always been footloose, it is now CarbonFree™! Effective June, 2007 Basket Case Wines has offset its carbon emissions with Carbonfund.org, the country's leading carbon offset organization.

Basket Case believes that ignoring 'footprint' costs essentially shifts a portion of operational costs to future generations, creating a false sense of success. By partnering with Carbonfund.org, Basket Case Wines is able to reduce this future burden. This commitment places Basket Case Wines as an environmental leader in the Wine community and demonstrates proactive steps being taken in the fight against global climate change.

One of Basket Case Wines tenets is that there is a better way to do business. We spend half of our waking hours at 'work', so why not make work great? We also believe that Enron, Worldcom, partisan politics and environmental ignorance are all hallmarks of a dying business model. We subscribe to a higher standard and believe that a positive work environment, responsible business practices, and giving back to the community can be readily accomplished while earning a fair and honest profit.

"We don't know what the answer to the global warming question is, but I personally believe that the answer will not happen overnight," said Sean Carlton, co-owner of Basket Case Wines. "Going CarbonFree™ with Carbonfund.org is something we can do right here, right now. I can't afford to wait for a Eureka! moment."

"Carbonfund.org and Basket Case Wines hold in common many of the same values - that our product should be easily available, inexpensive, and open to everyone," Carbonfund.org President Eric Carlson said. "Global climate change is a problem that affects everyone, and we believe everyone can be a part of the solution. We welcome Basket Case Wines as a partner in the fight against climate change."

### **About Basket Case Wines**

Basket Case Wines is about a very simple truth: wine is not about exclusivity, arrogance, elitism, or pomposity. Wine is about having fun. We strive to make wine that you'll love to drink, and a business you'll trust. But we don't care what you drink, how you drink it, or whether or not you can put words to what you are tasting. DRINK WHAT YOU LIKE! That's all there is to it.

### **About Carbonfund.org**

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