

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.

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 over 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.
 1. 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 helpful language to get you started and a good press release format.
 2. Review your press release: use the style sheet on p. 5 to avoid common pitfalls.
 3. **When you've drafted a release, please obtain our feedback by emailing a copy to your partnership manager or 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. 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 a 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 reduction 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 CO₂ emissions and hasten our transition to a clean energy future.

[Use this space to talk about your business or organization’s environmental commitment. What other steps have you taken to reduce your climate impact? What have you been doing that reflects your commitment to the environment? For example, does your business source from sustainable vendors? Do you buy green power from your utility?]

[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 try to make it genuine! 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 and we’ll make it happen.]

[Anything we missed? Include it here. Just remember, when it comes to news releases, less is more. Reporters’ time is precious, so if there’s a lot to read, the less likely it is they’re going to read it, no matter how amazing your business is.]

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 600,000 individual supporters and over 1,800 business and nonprofit partners including Discovery, Motorola, Amtrak, Dell, JetBlue, Virgin America and Staples. www.carbonfund.org.

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® 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. Good luck and let us know if you have any questions! And be sure to drop us a line at media@carbonfund.org to let us know how successful you are.

- The Team at Carbonfund.org

Style Sheet for Partners

For your convenience, we've put together this sheet for purposes of spelling and accuracy in referring to our programs. Please see below.

Thanks!

Use of CarbonFree® in the general business program

CarbonFree® Partner (include ® mark at least in first mention of CarbonFree®)

Note: The word "certified," with or without caps, or any variation of it cannot be used in the context of the general business program. See usage of the word below in the products program.

Use of CarbonFree® in products program

CarbonFree® Product Certification (to describe our products program)

CarbonFree® Certified Label

FYI: CarbonFree® Certified is the leading & first carbon neutral product label in the U.S.

Use of "carbon neutral"

- Use this term in connection with specific aspect(s) of a business or organization that is carbon neutral if the entire footprint is not neutralized, such as when the business office or operations are carbon neutral, but the products are not. You can say, for example, carbon neutral headquarters, or event, operations, etc. to specify.

- Consult your partnership manager if you have any questions.

- Avoid using "carbon negative"

Carbonfund.org trademarks

Note: Carbonfund.org is the full and accurate name of our organization.

CarbonFree®

Carbon *ExpressTrack*™

Reduce What You Can, Offset What You Can't™

Your Carbon, Your Choice™

ZeroCarbon™ Weddings

Wedding Calculator

Carbonfund.org's ZeroCarbon™ Wedding Calculator

Note: Because of trademarking, avoid saying "wedding carbon calculator"

EXAMPLE – CarbonFree® Partner



Wooster Asset Management Takes an Environmental Leadership Position by Joining Carbonfund.org's CarbonFree® Program

NEW YORK, NY - February 7, 2008 - Wooster Asset Management announced today it has offset its carbon emissions for 2008 with Carbonfund.org, one of the country's leading carbon offset organizations. 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," Postnieks said. "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 of 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 factor 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 and 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 of Carbonfund.org. "Park Avenue Catering deserves praise for joining the CarbonFree® Partner 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. 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.

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EXAMPLE – CarbonFree® Partner



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

HARRISBURG, PA - June 16, 2008 - CODi, Inc. 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 now CODi will be on par with them for its sector. CODi believes such collective responsibility will have a 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 of 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.

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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, the country's leading nonprofit carbon reduction and climate solutions organization.

As a CarbonFree® Event, LayFlats is offsetting 90 metric tons of CO₂ 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 CO₂ 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 of 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.

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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 CarbonFree® Certified - Royal Hawaiian Honey. All carbon emissions generated in the production and shipping of the honeys are calculated, reduced and offset through the support of reforestation, renewable energy and energy efficiency projects.

Carbonfund.org's CarbonFree® Certified 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® Product 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 Kronen, 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®," said Carbonfund.org President Eric Carlson. "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® Certified 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

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