



PRESS RELEASE

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The Climate Trust Combats Global Warming With Launch of CarbonCounter.org

PORTLAND, Ore.– The Climate Trust, a leading non-profit organization mobilizing corporate action toward stopping global warming, has announced the official launch of its new and enhanced CarbonCounter website. This interactive web tool guides businesses and individuals through a simple process of offsetting their own global warming pollution by first quantifying their greenhouse gas emissions and then helping them invest in one of the Climate Trust's many unique offset projects. The Climate Trust's offset projects directly counteract the process of climate change by reducing the atmospheric pollution that causes global warming.

CarbonCounter.org is a highly visual web site that actively engages businesses of all sizes and from multiple sectors, as well as individuals and families, in deepening their understanding of their impact on global climate and the kinds of actions that can stabilize it. The site presents up-to-the-minute scientific information and uses the most current methodology and data for calculating greenhouse gas emissions. With an accurate emissions calculation, a business or individual can then use CarbonCounter.org to make a tax-deductible investment in one of the Climate Trust's diverse portfolio projects, including everything from the groundbreaking electrification of truck stops to reduce roadside diesel emissions, to the financing of leading-edge wind energy projects throughout the Pacific Northwest.

"High quality offsets are climate change solutions. Our new carboncounter makes it easy and enjoyable for climate action oriented individuals and businesses to reduce greenhouse gas emissions" says Bjorn Fischer, Business Development Manager at The Climate Trust.

The Climate Trust's holds itself to strict quality criteria for all of its high-quality emissions reductions projects to ensure the integrity and effectiveness of each Climate Trust-sanctioned offset. The Trust submits the reported emissions reductions of its projects to rigorous monitoring and third-party verification and channels 92% of its revenues into offset programs, making it a model of the offset industry.

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The Climate Trust's wide range of projects include low-income home weatherization, green building innovation, renewable energy technology, transportation efficiency, energy cogeneration, industrial efficiency measures, and permanent forest sequestration. By funding new technologies and promoting sustainable and equitable economic growth and development, and producing valuable environmental and human health benefits, offsets represent focused action against global warming. The new CarbonCounter website can be found at www.CarbonCounter.org or from The Climate Trust's own website, www.climatetrust.org.