



Contact: Mike Burnett  
[Mburnett@climatetrust.org](mailto:Mburnett@climatetrust.org)  
503-238-1915

Contact: Jill Zanger  
[Jill.Zanger@nike.com](mailto:Jill.Zanger@nike.com)  
503-532-0316

Contact:  
Delta Corporate Communications  
404-715-2554

## **Nike, Inc. and Delta Air Lines Present The Climate Trust with a \$25,000 Donation to Address Climate Change**

*Donation to Offset One Year's Air Travel by Investing in a Portfolio of Projects that Reduce Greenhouse Gas Emissions*

Beaverton, OR (May 23, 2002) –Nike and Delta Air Lines today announced that they will offset the equivalent of 5,000 metric tons of carbon dioxide (CO<sub>2</sub>) emissions by donating \$25,000 to The Climate Trust, a Portland, Oregon-based non-profit organization committed to reducing greenhouse gas levels. The donation represents Nike and Delta's second Eco-Class fund, which each company contributes to every time Nike purchases a Delta ticket for flights originating in the United States. The fund serves to mitigate the impact of business travel on Delta Air Lines by Nike U.S. employees, and represents how both companies are addressing the rising level of greenhouse gas emissions in the atmosphere and the resulting impact on global climate change.

"Science tells us that human activity has already initiated rapid climate change, and that we must act now to reduce the build-up of global warming pollutants in the atmosphere," said Mike Burnett, executive director of The Climate Trust. "Corporate leadership is especially important in America on this critical global issue, and we are pleased that Nike and Delta have chosen to participate in our offset partnership program which provides companies with a simple option for achieving cost-effective, high-quality offsets."

The Climate Trust was formed in 1997 in response to landmark Oregon legislation requiring new power plants to counter their global warming impact. The Trust uses funding from the power plants to initiate projects that reduce greenhouse gas levels, such as renewable energy and energy efficiency. Today, the Trust is also committed to developing partnerships and collaborative projects that help industry and other organizations reduce their global warming impacts. Please visit [www.climatetrust.org](http://www.climatetrust.org) for more information.

In the case of the Nike-Delta Eco-Class fund, the Trust will invest in expanding offsets within a portfolio of projects. Anticipated project types include co-generation of electricity at industrial sites, building and transportation efficiency, and improvements to low greenhouse gas construction materials.

"While air travel is essential to running our business, we're continually working to reduce the number of trips we take each year," said Sarah Severn, Nike's Director of Corporate Sustainable Development. "In addition, our partnership with Delta to create the Eco-Class fund, further helps us offset our environmental impact. It's one of several ways that we're committed to moving towards becoming a more sustainable business by addressing the impacts of our entire product lifecycle and our day-to-day operations."

Nike's investments in reducing atmospheric carbon dioxide levels through the Climate Trust will supplement the aggressive carbon emissions reduction strategy the company has committed to as part of World Wildlife Fund's Climate Savers program. The Climate Savers program matches some of the world's most environmentally committed businesses with world experts on innovative technologies and strategies for cost effectively reducing greenhouse gas emissions.

"Delta is fully committed to protecting the environmental health and safety of our employees, customers, and communities we serve," said Randy Harrison, Delta's Environmental Services Director. "As such,

Delta conducts our worldwide operations as responsible corporate citizens, making needed operational adjustments and implementing strategic partnerships that demonstrate our commitment to environmental stewardship. Our partnership with Nike is one of many ways in which we have been able to demonstrate our commitment to the environment. We look forward to building on the solid foundation of this partnership," added Harrison.

In addition to its partnership with Nike, Delta has several other initiatives underway aimed at reducing emissions, including energy conservation, re-engineering of processes and practices, emission reduction projects, participation in the development of lower emitting technologies, aircraft fleet renewal, and continued fuel use reductions. In 2001, Oregon's Department of Environmental Quality recognized Delta's efforts with its *Pollution Prevention Excellence* award. In 2000, Delta's Portland, Oregon facility became the first airline operation to receive certification by Oregon's Department of Environmental Quality. Delta remains the only airline listed on Oregon's list of certified *Eco-Logical Businesses*. Delta, one of the first airlines to develop and implement a formal Environmental Management System consistent with ISO 4001 standard, has also been recognized for its environmental contributions by The Council on Economic Priorities, The Office of The Governor - State of Georgia and numerous other organizations.

Delta Air Lines, the world's second largest carrier in terms of passengers carried and the leading U.S. airline across the Atlantic, offers 5,696 flights each day to 417 destinations in 73 countries on Delta, Delta Express, Delta Shuttle, Delta Connection and Delta's worldwide partners. Delta is a founding member of SkyTeam, a global airline alliance that provides customers with extensive worldwide destinations, flights and services. For more information, please visit [www.delta.com](http://www.delta.com).

Nike Inc., headquartered in Beaverton, Ore., designs and markets its products in more than 100 countries and is the world's leading sports and fitness company. Further information can be obtained at [www.nikebiz.com](http://www.nikebiz.com).

###