



## PRESS RELEASE

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### **2007 New Years Resolution - Rejuvenation is going carbon neutral to celebrate 30<sup>th</sup> Anniversary**

PORTLAND, Oregon – Rejuvenation and The Climate Trust announced today an agreement that will reduce Rejuvenation’s greenhouse gas emission footprint. Rejuvenation has made a donation to The Climate Trust, which will be used for verified and permanent greenhouse gas offsets.

“We decided to celebrate this anniversary by looking forward rather than back. This will be an ongoing commitment to our community. Working with The Climate Trust, we will be funding projects in alternative energy and conservation. The logic is that these offsets will balance out the carbon-negative effects of our everyday operations, everything from the energy used to operate our factory and stores to the fuel used when our people fly off on a business trip – even the energy used by employee commuting.” according to company owner and founder Jim Kelly.

Rejuvenation's culture is defined by core values that include treating the environment fairly and with respect. "It's part of who we are," says Rejuvenation President Alysa Rose. "We feel strongly that we have both an opportunity and an obligation to try to make things better through our actions."

“Conservation is core for us. We started as a recycler of old house parts – something we still do today. And the customers we serve are in the business of conservation – saving old houses and neighborhoods. By the nature of our business our products are made so they last and last. So sustainability is already woven into what we do everyday. We are excited that this new program will give us more motivation and a benchmark for our climate-strategy program. As we make progress reducing our impact on greenhouse gas the cost of the offsets will decrease.” says Kelly.

“Key to creating a successful offset program is choosing the right partner. The “marketplace” is still fairly new and you need to be careful that your money is well spent. We are very lucky to have the Climate Trust located right here in Portland. A recent well-recognized international study rated them among the top U.S. providers offsets effectively and responsibly.” according to Rose.

“We are very enthused by Rejuvenation’s support for our activities. Green house gas offsets are not a panacea; but they are a critical part of the policy mix and they must be of high quality and

environmental integrity to be effective in reducing green house gas emissions. Our offsets are effective.” Bjorn Fischer, Climate Trust’s Business Development Manager, added.

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**Rejuvenation Inc.** is a Portland based manufacturer and direct-marketer of period-style lighting and hardware. Founded in 1977, the company employs 230. More information available at <http://www.rejuvenation.com/>

**The Climate Trust** is a non-profit organization dedicated to promoting climate change solutions by providing high quality greenhouse gas offset projects and advancing sound offset policy. The Climate Trust offsets an estimated 2.0 million metric tons of carbon dioxide from over \$5 million invested into offset projects – making it one of the largest and most experienced offset buyers in the U.S. and world markets. It provides offsets to power plants, regulators, businesses and entities of all sizes and individuals. Our service includes an online application tool ([www.CarbonCounter.org](http://www.CarbonCounter.org)) that easily calculates individual emissions from a range of sources.

For more information please visit: [www.climatetrust.org](http://www.climatetrust.org)