



February 8, 2007

Press Release

The Carbon Zero Project Announces the Completion of its Website

The Carbon Zero Project, a student run business at the Vermont Commons School, is pleased to announce the completion of its website. This project deals with one of the paramount environmental problems of our time: global climate change. Our website's purpose is to attract new businesses to be certified as Carbon Zero. This Carbon Zero designation means that through a combination of reducing carbon emissions, purchasing renewable energy credits, and participating in a carbon sequestration program, the business has neutralized their carbon output. Companies that comply with our standards are granted the use of the Carbon Zero logo on their products and advertising materials. Use of the logo demonstrates that businesses are Carbon Zero certified and environmental stewards. Jager Di Paola Kemp Design, an internationally acclaimed design firm, created this logo.

Our website (www.carbonproject.org), designed by Corey Machanic Interactive, provides businesses and individuals with resources to learn about climate change as well as help prevent it. Once businesses understand this issue, they can help solve it.

We are happy to announce that we already have three local businesses signed up: The Outdoor Gear Exchange, Story Book Toys and Corey Machanic Interactive. Many more have expressed serious interest and are in the process of being certified. We invite you to join us in our efforts to combat the rising levels of carbon in the atmosphere. If you are interested in this project, please contact us.

By committing to a CO2 reduction, these companies have realized their ecological impact and have taken initiative to reduce it. While a few companies have adopted environmental principals, the Carbon Zero Certification Process has a much greater benefit. The time for denial has passed. Now is the time for action.

Press Opportunities

Robert A. Skiff Jr. is available for interview, as are the students involved in this project.

2007 Kate Costello, Peter Ballard. *Information concerning this project can be obtained by visiting:* www.carbonproject.org ... The Carbon Zero Project is an affiliate of the Vermont Commons School, a non-profit high school located in South Burlington. ph: 802.865.8084 ext 13. or e-mail rskiff@vermontcommons.org or ballard.p@vermontcommons.org