



Environmental Resources Trust

For Immediate Release

Contact: Alexia Kelley, Environmental Resources Trust, 202/785-8577 ext 16
Sid Embree, AtmosClear Climate Club, 888/393-6210

Environmental Non-Profit and Environmental Business join forces on Earth Day to Reduce Emissions that cause Climate Change

April 22, Earth Day, Washington, DC; Northborough, MA – Environmental Resources Trust (ERT), a nonprofit environmental organization, and AtmosClear Climate Club™, a business enterprise founded to motivate individuals and families to reduce their “climate footprint,” have joined forces on Earth Day to fight climate change.

AtmosClear, through its Climate Club membership, encourages members to reduce their emissions of greenhouse gases (GHGs - from driving, energy use, etc) and also transfers emission reduction certificates to members to offset their emissions. AtmosClear’s retail partners offer members rewards (product discounts, etc) for joining the Club.

ERT serves as the independent auditor of AtmosClear’s emission reductions to ensure that they meet ERT’s rigorous standards. ERT registers the audited emission reductions in its GHG Registry® and ensures that the reductions used to offset Climate Club members’ emissions are permanently removed from the Carbon market. AtmosClear’s reductions result from avoiding the escape into the atmosphere of methane emissions from a landfill in Illinois. The gas is collected and used by a renewable energy company.

“ERT applauds AtmosClear’s decision to seek emission reductions of the highest environmental integrity in order to achieve maximum benefit for the climate,” noted ERT Executive Director, Wiley Barbour. “All emission reductions used by AtmosClear are verified by ERT to be surplus and additional and represent real reductions of total GHG emissions. This ensures maximum benefit to the environment,” he noted.

“AtmosClear’s research shows a majority of adults want to reduce their emissions” says Sid Embree, President of the Club. Each AtmosClear member receives a certificate with the ERT serial numbers assigned to the emission reductions that are retired in their name.

ERT verifies and records reductions of GHG emissions, contributing to standardization of high quality reductions in the absence of a regulatory framework for emissions trading. ERT provides a foundation for harnessing market forces to protect the environment and stimulate renewable energy use. One of AtmosClear’s key Club partners, Arapahoe

Basin (CO), is selling Climate Club memberships at the Ski Area on Earth Day. Memberships come with emission reductions and rewards. Skiers, snowboarders and the winter sports industry are concerned about climate change, as it has already impacted ski conditions and shortened winters. Arapahoe Basin rewards AtmosClear members by offering discounts on lift tickets, lessons, equipment rentals and other resort offerings.

#