



We Have The Power
ColoradoCarbonFund.org

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Aspen Skiing Company skiers help curb climate change with nearly \$7,000 contribution to the Colorado Carbon Fund

ASPEN –Visitors to Aspen Skiing Company ski areas this season contributed nearly \$7,000 to the Colorado Carbon Fund, doing their part to curb climate change by offsetting carbon emissions and increasing funding for clean energy projects in Colorado.

Skiers either made a \$20 donation when purchasing a season pass with Aspen Skiing Company or a \$2 donation when buying a daily lift ticket. In all, more than 2,300 ASC skiers contributed to the Colorado Carbon Fund (www.ColoradoCarbonFund.org), signaling the public’s growing awareness of the need to reduce global warming gases.

“Skiers want to protect Colorado’s mountain snowpack and we appreciate their support in efforts to reduce emissions linked to global warming,” said Tom Plant, executive director of the GEO, which established the Colorado Carbon Fund and the associated Project C, the CCF’s educational arm.

The Colorado Carbon Fund (www.ColoradoCarbonFund.org) and Project C, comprise a ground-breaking campaign – the first statewide project of its kind – to provide high quality, verifiable carbon offsets for consumers concerned about climate change and further advances Colorado’s New Energy Economy.

Consumers can compensate for their own carbon emissions - generated by everyday activities such as driving and home-heating - by helping to fund projects in Colorado, including potentially in the Roaring Fork Valley, that measurably reduce greenhouse gases emitted into the atmosphere.

Aspen Skiing Company chose to support the CCF because the clean energy projects that result from the program will all be developed in Colorado. The Portland, Ore.-based Climate Trust, one of the country’s most experienced

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offset project developers, has been enlisted by the GEO as a third-party organization to help select and manage Colorado's offset projects. Such projects could include methane capture at farms or solar water heating for recreation centers.

"It's our business to offer the best possible product to our guest, whether it's a ski run or a carbon offset," said Auden Schendler, executive director of Sustainability at Aspen Skiing Company. "But all carbon offsets aren't all equal. We choose to work with the Colorado Carbon Fund because we could see how dollars donated by our guests actually result in new projects that reduce CO₂ emissions. We can track these projects, touch them, visit them, and we can show that they wouldn't have happened without the fund."

"Carbon offsets are a part of a three step process for consumers to engage in a sustainable energy lifestyle. First is measurement of emissions; second is reduction of emissions through efficiency and renewable energy; third is offset of the remaining emissions through the Colorado Carbon Fund," Plant said. "Taken as a package, the Colorado Carbon Fund's voluntary carbon offsets will help us to meet our greenhouse gas reduction goals from the state's Climate Action Plan."

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Five Simple Steps to Cut Your Carbon

- If you have a clothes washing machine, use cold water. According to ENERGY STAR, washing clothes in cold water will save you up to \$40 per year.
- Install water-efficient showerheads and faucets. It really helps! 1.8 gallon per minute showerheads can reduce your hot water consumption by as much as 10%. You'll see savings up to \$6 per year for a sink faucet aerator and \$20 per year for a showerhead.
- Switch to compact fluorescent light (CFL) bulbs. They cost a little more, but you can save about \$40 over the life of just one bulb.
- Use public transportation, carpool, ride your bike to reduce driving.
- When you do drive, be less aggressive - avoid hard braking, fast starts, speeding and excessive idling and combine trips.

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