



**We Have The Power**  
[ColoradoCarbonFund.org](http://ColoradoCarbonFund.org)

**FOR IMMEDIATE RELEASE**  
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## COLORADO CARBON FUND, KEY BANK PARTNER TO COMBAT CLIMATE CHANGE

The Governor's Energy Office (GEO) and KeyBank today announced a new partnership to support clean energy projects in Colorado. As part of the partnership, KeyBank will donate \$10 to the Colorado Carbon Fund for every new account opened at one of the bank's new branches in the state in 2009. The Colorado Carbon Fund donations will be used to offset carbon emissions by supporting the development of new energy efficient and renewable energy projects, such as methane capture at farms or solar water heating for recreation centers

"The GEO is proud to partner with Key Bank to advance Colorado's New Energy Economy and reduce emissions that contribute to climate change," said Tom Plant, executive director of the GEO, which established the Colorado Carbon Fund, and its associated education campaign, Project C. "Partners like Key Bank recognize the benefit of the Colorado Carbon Fund, which protects our environment, accelerates the development of new energy sources and creates jobs."

"KeyBank is growing strong in Colorado," said Stuart Pattison, KeyBank's Colorado District President. "As a result we are providing more resources, capital and jobs to individuals and businesses in our state. As we grow in Colorado, we believe it's also important to support efforts like the Colorado Carbon Fund. KeyBank believes it's critical that we invest in new technologies that will make our state cleaner and create an even stronger economy in Colorado."

In 2009, KeyBank is scheduled to open eight new branches in Colorado and relocate one to a new building. Under the partnership announced today, for every new account opened at one of KeyBank's new branches this year, the bank will make a \$10 donation to the Colorado Carbon Fund. The fund is reviewing potential clean

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For the emissions you can't reduce on your own, donate to the Colorado Carbon Fund and we'll support projects that reduce emissions right here in our state.



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energy projects, and expects to begin supporting selected ventures within the year.

To help ensure accountability for participants, the Colorado Carbon Fund will spend its funds only on projects developed in Colorado. The Portland, Ore.-based Climate Trust, one of the country's most experienced offset project developers, has been enlisted by the GEO as a third-party organization to help select and manage Colorado's offset projects.

KeyBank clients opening an account at one of the new branches will also receive a reusable tote bag from the Colorado Carbon Fund. The tote bags will also include information and materials from the Governor's Energy Office on simple steps Coloradans can take to reduce their carbon footprint.

### **About the GEO**

The Governor's Energy Office ([www.colorado.gov/energy](http://www.colorado.gov/energy)) was created by an Executive Order on April 16, 2007. GEO's mission is to lead Colorado to a New Energy Economy by advancing energy efficiency and renewable, clean energy resources. GEO works with communities, utilities, private and public organizations, and individuals to promote renewable energy such as wind, solar, and geothermal, and energy efficiency technologies in commercial and residential buildings.

### **About KeyBank**

KeyBank operates 50 branches in Colorado and is part of KeyCorp, one of the nation's largest bank-based financial services companies, with assets of approximately \$105 billion. BusinessWeek Magazine cited Key as the top-named bank in its Customer Service Champ 2009 edition, ranking us 11th out of the top-25 companies that include many known for their customer service acumen. Key companies provide investment management, retail and commercial banking, consumer finance, and investment banking products and services to individuals and companies throughout the United States and, for certain businesses, internationally. For more information, visit <https://www.key.com/>.

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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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