

SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE

Of interest to [Your industry segment]

[YOUR ORGANIZATION] DEMONSTRATES LEADERSHIP ON SUSTAINABILITY BY PURCHASING GREEN TAGS

[Your city], [Your state]. (Date) – [Your organization], [brief description] has committed to offset the electricity usage of its offices with renewable energy certificates. [Your Organization's] purchase will support [# of certificates purchased] certificates equal to [# of certificates purchased X 1400] pounds of carbon not being emitted into the air and [# of certificates purchased],000 kilowatt-hours of clean and renewable energy entering the power grids annually.

“[Quote about why your organization chose to purchase green tags]”

[Information about other environmental efforts your organization has undertaken...recycling, using FSC and recycled papers, etc.]

Renewable energy certificates offset the global warming pollution impacts of conventional electricity generation, air and ground travel. These certificates are created when renewable energy sources—such as low-impact hydro and wind power—are substituted for energy traditionally generated by burning fossil fuels, such as coal, oil or natural gas. All of The Bonneville Environmental Foundation products are independently certified by Green-e®.

About [Your Organization]

[Brief Description]

About the Bonneville Environmental Foundation

The nonprofit Bonneville Environmental Foundation was established in 1998. Through revenues generated from the sales of green power products, BEF supports its dual mission of restoring watershed ecosystems and expanding the generation of clean renewable energy. BEF's Model Watershed programs comprise 10-year commitments that provide funding for monitoring, evaluation, and scientific oversight. BEF's long-term approach ensures that Model Watershed program partners apply scientific methodology, continuously track progress, and improve strategies based on measured results. More information is available at www.b-e-f.org.

Contact

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