



Press Release

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HOW CAN AN EARTH DAY EVENT POSSIBLY BE ANY GREENER?

DETROIT, MI:
For Immediate Release

The Third Annual Earth Day Expo on April 19th, 2008 is presented by the Upland Hills Ecological Awareness Center, located on the campus of Oakland University in Rochester MI. The center will partner with Detroit based Carbon Credit Environmental Services (CCES) to offset the greenhouse gas emissions and carbon dioxide emissions (GHG, CO₂) created by the event thus creating a "neutral emissions" or "carbon neutral" event.

This will be achieved by a GHG, CO₂ energy audit performed by CCES that will calculate how much CO₂ is utilized during the event. They will estimate the energy used for the building, the emissions created by the estimated 5000 visitors traveling to the expo, and water usage during the event.

Then CCES will "offset" these emissions with local alternative energy projects. These projects could include working with Friends of Belle Isle, Greening of Detroit, The Detroit Zoo and others. Organizers of the event will also use biodegradable paper goods for all food services to further offset the impact on the environment of the event.

Further information on ways you can participate in offsetting this event or projects can be found on the CCES website: www.getcarboncreditco2.com

CCES is located in TechTown, an internationally recognized high tech village in the city of Detroit affiliated with Wayne State University. CCES provides GHG, CO₂, and Energy audits for companies, providing ways to reduce energy costs and reduce their "Carbon Footprint" or impact on the environment. -more-



The eventual goal is for a company to become “Carbon Neutral” with these recommendations and with investments in Carbon Offsets.

Besides local projects, current carbon offset projects include methane recovery in India and the United States, non-edible oil plants in India, tree sinks in Ecuador and China, wind energy and tree plantings in the United States. #