3Degrees Client Toolkit: Sample Press Release

*Note for senders: tag @3Degrees\_Inc in your post and we will share with our network*

For Immediate Distribution: [date]

Media Contact: [name, phone, email]

**[Company] reduces carbon footprint through renewable energy purchase**

LOCATION — Month, Year [Company name], a [state nature of business], based in [city] announced their commitment to environmental stewardship through a [two-year] purchase of [renewable energy credits (RECs) and carbon offsets]. This effort to reduce the environmental impact of their operations will not only allow [company name] to lower their carbon footprint and protect the environment, but it will support the development of renewable energy technologies.

*[Insert quote here (see sample quotes at bottom)]*

*[REC Purchasers]*

 [Company name] made this investment in renewable energy by purchasing [XXX,000 kWh of Green-e Energy certified renewable energy certificates (RECs)] from [3Degrees,](http://3degreesinc.com/) Inc to match their electricity use. That’s an [one-year] environmental impact equivalent to growing [XX,XXX trees for 10 years or not using X,XXX barrels of oil.\* A REC represents the environmental benefits associated with one megawatt-hour of energy generated from renewable resources. The revenue from REC sales is a factor in making projects financially competitive with traditional energy producers.

*[Carbon Offset Purchasers]*

Within [one year], [Company name] will also reduce the carbon footprint of transporting their products by 61,056 metric tons through their purchase of Green-e Climate certified carbon offsets from [3Degrees Group](http://3degreesinc.com/). That’s an environmental impact equivalent to growing X,XXX,XXX trees for 10 years or taking XX,XXX cars off the road for one year.\* Carbon offsets prevent or reduce carbon from entering the atmosphere, helping organizations balance out their unavoidable carbon emissions.

**About [Company Name]**

[Boilerplate]

\**Recommended source for calculations:* [*https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator*](https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator)

*SAMPLE DRAFT QUOTES*

"At [Company name], we have always made an effort to operate in a sustainable fashion – purchasing renewable energy is the perfect match of doing the right thing and managing our resources wisely." Name, Title Company

“We are proud support a cause as worthy as renewable energy made in America. Clean energy is just one of our environmentally based business practices, but it is also one if the easiest.” Name, Title Company

“People are always looking for an easy way to help the environment and foster new technologies; well it doesn’t get much easier than purchasing green energy from 3Degrees” Name, Title Company

“As a business owner it is my job to make decisions with the future in mind – for myself and my community. Purchasing green energy is an easy way to show I’m thinking about the big picture.” Name, Title Company