***3Degrees Client Toolkit:*** Press Release Template

*Note for users:* Replace all bracketed information with your own details. If you have questions do not hesitate to contact your 3Degrees account manager

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

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# 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 its commitment to environmental stewardship through a [two-year] purchase of [x kWh of renewable energy credits (RECs) and/or x metric tons of carbon offsets]. This effort to reduce the environmental impact of its operations will not only allow [company name] to lower its 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, Inc to match its electricity use. That’s a [two-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 its products by X metric tons, commercial air travel, heating, etc.] through its purchase of Green-e Climate certified carbon offsets from 3Degrees Group. 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]

*\*https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator*

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***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 for our environment and investing in a clean energy future. " Name, Title Company

“We are proud to support a cause as worthy as renewable energy [made in America, generated in our state/region]. Renewable energy is good for the environment and our economy.” Name, Title Company

“We are continually working to reduce energy used and be as efficient as possible. Purchasing renewable energy takes our carbon reduction efforts one step farther” Name, Title Company

“It’s important that we make decisions with the future in mind – for our business and the community. Purchasing green energy helps show [company name] is thinking about the big picture.” Name, Title Company