

**NEW ADIRONDACK COUNCIL 'CARBON-ZERO' HOLIDAY GIFT
LETS YOU WIPE CLEAN YOUR ENTIRE CARBON FOOTPRINT**
*Group Still Offering Chance to 'Retire' 3 Tons of Carbon Dioxide Pollution for Only \$25,
Now Offers 21 Tons – National Average per Person per Year – for Only \$125*

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**Group's Web Site Offers Great Local & "Green" Gift Ideas from \$7 to \$230
Wide Range Under \$50 at www.AdirondackCouncil.org or Toll Free 1-877-873-2240**

For more information:
John F. Sheehan
518-432-1770 ofc
518-441-1340 cell

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ELIZABETHTOWN, N.Y. – The Adirondack Council has expanded its first-in-the-nation carbon dioxide reduction program to allow holiday shoppers a chance to wipe out the entire annual carbon footprint of a friend or loved one as an environmentally friendly gift.

In exchange for a tax-deductible donation, the organization will prevent tons of actual carbon dioxide emissions from electric power plants in the Northeast, and then will send a personalized certificate to a recipient chosen by the donor.

The Adirondack Council is a not-for-profit environmental organization and national leader in the fight against acid rain and global climate change. The Council's carbon retirement efforts were featured in The New York Times on Dec. 25, 2009, as well as during several recent WAMC Northeast Public Radio fund drives.

The new "[Carbon-Zero Certificate](#)" is part of the Council's Cool Park/Healthy Planet program, which began in December 2008. The program is designed to prevent thousands of tons' worth of carbon pollution from being emitted by power plants in 10 northeastern states. The Council is also urging Congress to enact nationwide, mandatory carbon emissions reductions.

"It's a simple program and very effective. The Council goes to the quarterly carbon dioxide auctions held by the Regional Greenhouse Gas Initiative," said Brian L. Houseal, executive director. "At the auctions, power plants from Maine to Maryland compete to buy one government-issued 'allowance' for each ton of carbon they release into the air each year. We compete against them and buy up as many as we can. We then remove the allowances from circulation so they can never be used to create greenhouse gas pollution."

Every year, the 10 state governments reduce the total number of allowances available, requiring power plants to curb their emissions over a period of years. Every ton the Council buys is a ton that would have come out of a local smokestack, but now never will, Houseal said.

Then, the Council seeks donations from the public to "retire" the allowances it bought, allowing the organization to recoup its initial investment and to purchase more allowances, while conducting a public education campaign on global climate change.

Bidders must purchase at least 1,000 allowances at the auctions, which makes participation unaffordable for most people. The Council purchases large numbers of allowances and splits them into smaller lots for the public to retire.

“So for a tax-deductible donation of \$25, we will retire three tons’ worth of carbon allowances and withhold them from the market forever,” said Houseal. “We then send a personalized, suitable-for-framing Carbon Reduction Certificate to the recipient of the donor’s choice.”

The new Carbon-Zero Certificates allow donors to entirely negate a year’s worth of carbon emissions, for anyone in the United States, for \$125. That is a discount of \$50 below the price of buying seven Carbon Reduction Certificates (\$175).

The national average for carbon emissions per person in the United States is just over 20 tons. For New York residents, the gift represents more than a year’s worth of carbon, since the average for a New York resident is closer to 10 or 12 tons, because of the state’s extensive mass-transportation systems.

Other great gift ideas under \$50 from The Adirondack Council:

- Adirondack Birding book: Written by Adirondack bird experts John M.C. Peterson and Gary Lee; draws on decades of field experience in selecting the 60 locations in the Adirondack Park to find rare boreal birds; includes a history of Adirondack birding, an Index of Birds, directions to birding sites with detailed hand-drawn maps, more than 100 photos; \$21
- Adirondack Council Wall Calendar: Each month is illustrated by a vibrant Carl Heilman II landscape photograph; photos available for preview on web site; \$13 (free with purchase of \$75 or more)
- Adirondack Loon Belly Bank: World-famous Belly Banks designed a special edition just for the Adirondack Council; hand-crafted in the Adirondack Park; \$45
- Adirondack Nature Guide: Easy to use, illustrated field guide to Adirondack plants and animals; by Sheri Amsel; \$15
- Adirondack Park Poster-Map: Large, visually stunning, illustrated map of the Adirondack Park and 11 of its distinct ecosystems; by Anne Lacy; \$25 un laminated; \$40 laminated
- Baby Loon Singing Plush Toy: This adorable stuffed animal toy is a loon chick that makes a genuine loon call when you squeeze its belly; loon call recorded by Cornell Lab of Ornithology; great gift for kids; \$12
- Keeping Track bandana: Large, cotton bandana depicts the footprints of 20 Adirondack mammal species; produced by Keeping Track, the organization honored this August by the Adirondack Council for its wildlife education programs; \$7

All gift proceeds go toward our Adirondack Park protection efforts.

Founded in 1975, the Adirondack Council is a privately funded, not-for-profit organization dedicated to ensuring the ecological integrity and wild character of the Adirondack Park. The Adirondack Council does not accept government grants or taxpayer-funded donations of any kind. The Council carries out this mission through research, education, advocacy and legal action. The Council has members in all 50 United States.