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## **CARBONFUND.ORG AND 41POUNDS ANNOUNCE PARTNERSHIP TO STOP JUNK MAIL AND OFFSET CARBON EMISSIONS**

San Francisco, Calif. -- Carbonfund.org and 41pounds announced a new partnership which allows households to stop their junk mail – thus saving trees, water and greenhouse gas emissions – and offset an additional 4,000 pounds of CO<sub>2</sub>. Together, these two nonprofit organizations aim to offset one million pounds of CO<sub>2</sub> through this program – the equivalent of 3,300 car trips between San Francisco and New York City.

“Sixty percent of the average American’s climate impact comes not from our direct energy use, like heating our homes or driving our cars, but from the things we buy and services we use. 41pounds is a perfect partner for Carbonfund.org, because they are an effective weapon to reduce the indirect emissions we are responsible for in our daily lives,” said Eric Carlson, Executive Director of Carbonfund.org, “Our motto is: Reduce what you can; offset what you can’t. 41 pounds makes the first part of that motto easier for everyone.”

When individuals sign up for the 41pounds service, 41pounds will contact more than 20 direct mail companies to remove that household from marketing databases, including unwanted catalogs and credit card offers. For each new 41pounds subscriber who chooses to further reduce their carbon footprint, 41pounds will donate \$15 to Carbonfund.org, and Carbonfund.org will offset 4,000 pounds of carbon through renewable energy, energy efficiency and tree-planting projects. That’s enough to offset the emissions from burning 200 gallons of gasoline. .

“41pounds is pleased to offer our customers the option of directing more than one-third of their service fee to Carbonfund.org in order to offset a major portion of their carbon footprint,” said Tim Pfannes, co-founder of 41pounds. “We hope more people recognize that they don’t have to accept the 41 pounds of junk mail that the average American receives every year. Instead, they can support healthy forests and clean energy.”

By stopping their junk mail with 41pounds, individuals will:

- Save trees. More than 100 million trees are destroyed each year to produce junk mail. 42% of timber harvested nationwide becomes pulpwood for paper.
- Reduce global warming. The world’s temperate forests absorb 2 billion tons of carbon annually to help keep the planet cool and healthy. The energy used to produce and dispose of junk mail produces more greenhouse gas emissions than 2.8 million cars.
- Save water. About 28 billion gallons of water are wasted to produce and recycle junk each year.
- Save time that is now spent sorting, shredding and recycling junk mail.

**Carbonfund.org** is a leading national non-profit that educates the public about the dangers of climate change and makes it easy and affordable for individuals, businesses and organizations to reduce their climate impact. Carbonfund.org promotes affordable carbon reduction strategies and supports renewable energy, energy efficiency and reforestation projects that reduce and offset carbon dioxide emissions. Carbonfund.org combines education and outreach with affordable high-quality carbon offsets to help drive the price of clean technology below its dirty counterparts. Carbonfund.org works with more than 300 businesses and organizations to offset their offices, travel, events, shipping and production emissions. For more information, please visit: <http://www.carbonfund.org/vw>

**41pounds** is the leading non-profit organization that reduces household junk mail while raising funds for environmental and community organizations. Founded in 2006 as a community service by three brothers in Ferndale, Mich., 41pounds was named for the average amount of junk mail that American adults receive each year. The organization works to eliminate household junk mail and support a healthy environment and healthy communities, 41pounds at a time. To learn more or sign up, please visit: [www.41pounds.org](http://www.41pounds.org).

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