

The Atlanta Link

Press Release



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Shuttle Service to the World's Busiest Airport Becomes Carbon Neutral--The Atlanta Link offsets Carbon Footprint

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Shuttle Service to the World's Busiest Airport Becomes Carbon Neutral--The Atlanta Link offsets Carbon Footprint

The Atlanta Link, the exclusive shuttle serving Hartsfield-Jackson Airport, advanced its corporate social responsibility in supporting the environment by offsetting its annual carbon footprint through Verus Carbon Neutral.

Atlanta, GA (PRWeb via [PRWeb](#)) June 29, 2009 -- "We wanted to give back to the environment," said [The Atlanta Link](#) General Manager, Lily Santander. "We strive to run our operations as efficiently and environmentally friendly as possible. We do a lot of the little things to help achieve this goal. We require our drivers to turn off their vehicles when they don't have passengers on board, and we also have a daily maintenance check list that improves our fuel mileage and operational efficiency."

"All of the little things add up," said [Verus Carbon Neutral's](#) Eric Taub. "It takes a big fleet to service an airport as large as Hartsfield-Jackson. Saving a few gallons of fuel each day because your tires are properly inflated really adds up. We also discovered that The Atlanta Link is recycling, reusing printing paper and switching to T8 Alto II fluorescent lights."

The Atlanta Link offset the annual emissions of their fleet of 19 vehicles and their administrative office with a Georgia forestry project, managed by Valley Wood Timber. Certified and registered with the Chicago Climate Exchange, the project protects over 60,000 acres of forest and proceeds support the Humane Society.

Verus Carbon Neutral is a member of the [Chicago Climate Exchange \(CCX\)](#), the world's first and North America's only active, voluntary and legally binding offset trading system. Verus Carbon Neutral provides high-quality offset projects that are third-party verified by the CCX. The Environmental Defense Fund recently recommended 12 offset projects, of which, seven were registered on the Chicago Climate Exchange.

To assure more funding goes to offset projects, Verus Carbon Neutral has the most transparent offset pricing in North America.

About The Atlanta Link

The Atlanta Link has an experienced staff trained to provide personal and professional transportation services. Their uniformed, professional, attentive drivers complete an extensive training program, which emphasizes customer relations and safety, as well as knowledge of the city. With an extensive fleet of vehicles, The Atlanta Link can handle all transportation needs, whether you require sedans, limousines, vans, mini-buses or motorcoaches. They also offer "meet-and-greet" services at the airport for arriving groups. Their goal is to create a first-class impression for guests from the moment they arrive at Hartsfield-Jackson Atlanta International Airport. The Atlanta Link is the only transportation service serving the Atlanta area with a customer service counter in the Ground Transportation Information Center, located at the top of the escalators in the Arrivals Lobby of Hartsfield-Jackson International Airport. For more information about The Atlanta Link, please visit www.theatlantalink.com.

About Verus Carbon Neutral

Verus Carbon Neutral is an innovative and eco-conscious company that aids businesses looking to offset and reduce their carbon footprints. After conducting an audit to determine the size of their footprint, Verus Carbon Neutral provides a simple way to reduce or completely offset their client's CO2 emissions, supplying them with certification and a tangible way to communicate their commitment to the environment. Privately held, Verus is based in Atlanta and



more information can be found at their website: www.verus-co2.com.

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Online Web 2.0 Version



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Day	Reads
1	366
2	604
3	675
4	713
5	732
6	747
7	768
8	781



	Cumulative Full Page Reads
	Full Page Reads per Day

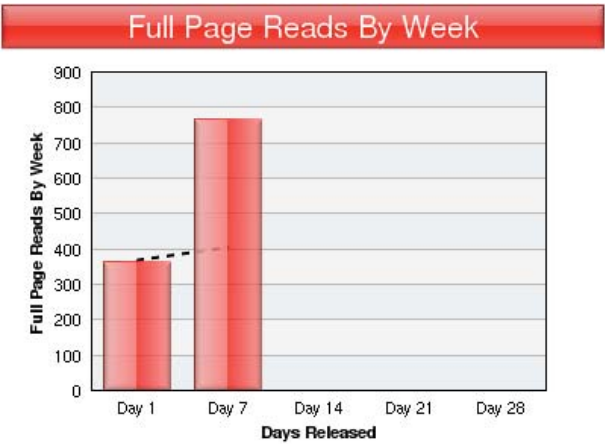


This graph shows the cumulative number of times the release has been read every day. This includes release displays on the website, PDF, and printer friendly views. The dashed line shows the difference over time.

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Day	Reads
1	366
7	768
14	
21	
28	



	Cumulative Full Page Reads
	Full Page Reads per Week

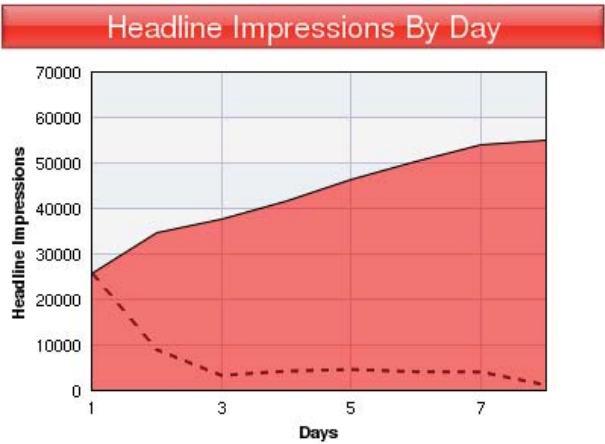


This graph shows the cumulative number of times the release has been read every week. This includes release displays on the website, PDF, and printer friendly views. The dashed line shows the difference over time.

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Day	Headline Impressions
1	25770
2	34602
3	37741
4	41826
5	46290
6	50232
7	54131
8	55159



	Cumulative Headline
	Headline Impressions per Day

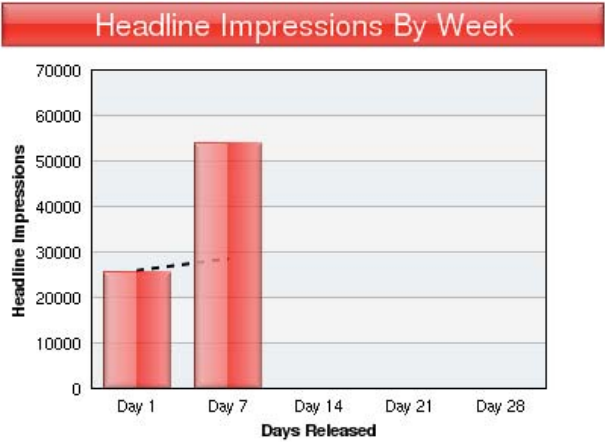


This graph shows the cumulative amount of headline impressions per day. This includes headlines displayed on the PRWeb websites, Javascript, Eyecaster, and RSS feeds. The dashed line shows the difference over time.

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Day	Headline Impressions
1	25770
7	54131
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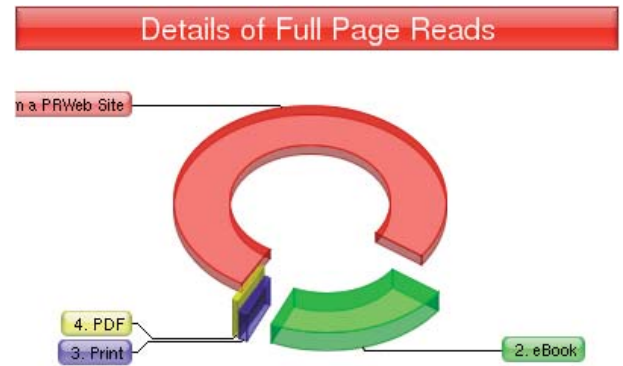
	Cumulative Headline
	Headline Impressions per Week



This graph shows the cumulative amount of headline impressions per week. This includes headlines displayed on the PRWeb websites, Javascript, Eyecaster, and RSS feeds. The dashed line shows the difference over time.

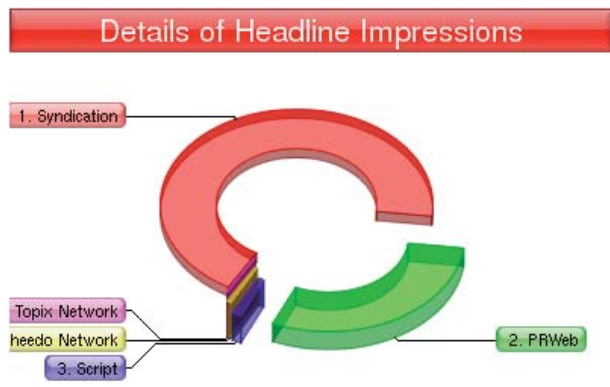
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Access Method	Volume	%
1. Read from a PRWeb Site	597	76.4%
2. eBook Download	171	21.9%
3. Printer Friendly Version	8	1.0%
4. PDF Download	5	0.6%
5. Read via Email Link	0	
6. Forwarded via Email Form	0	
7. Read from Google Search	0	
8. Read from Newspad Search	0	
9. Pingback Submission	0	
10. Podcast Download	0	
11. Trackback Submission	0	
12. A PRWeb member has blogged about this release	0	

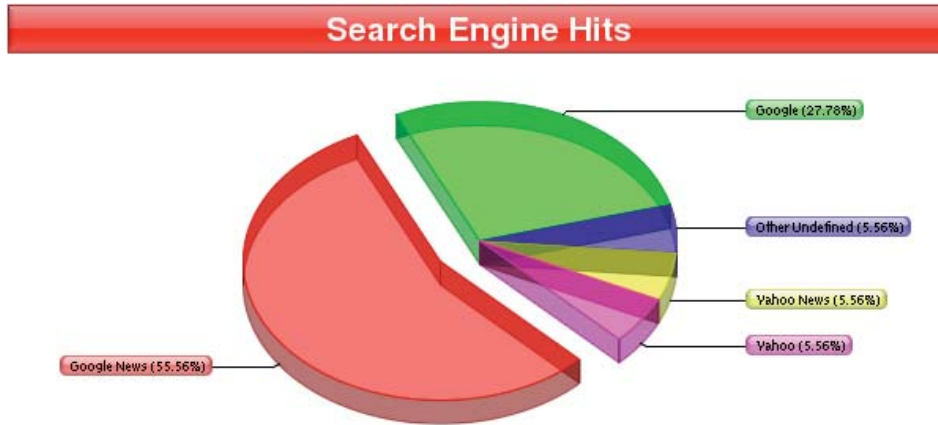


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Access Method	Volume	%
Details of Headline Impressions		
1. Headline Displayed thru RSS, XML or other syndication	37860	68.6%
2. Headline Displayed on a PRWeb Site	16387	29.7%
3. Headline Displayed on 3rd party site via Javascript	609	1.1%
4. Headline Requested by Pheedo Network	264	0.5%
5. Headline Requested by Topix Network	38	0.1%
6. Headline Displayed on PRWeb Podcast	0	
7. Eyecaster Banner Headline	0	
8. News Alert Email Opened	0	



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Search Terms by Search Engine - Top 20 Terms

Search Engine	Search Terms	View Search
Google News	atlanta	
Other Undefined	http://www.prweb.com/releases/2009/06/prweb2578694.htm	
Google	airport carbon footprint	
Google	carbon offset	
Google News	forestry georgia	
Google News	customer service training program	
Google News	limousines	
Google	carbon neutral	
Google News	busiest airport	
Google News	chicago climate exchange 2009	
Google	verus	
Yahoo	airport shuttle service	
Google	airport	
Google News	atlanta carbon footprint	
Google News	hartsfield jackson	
Google News	airport news information system	
Google News	chicago climate exchange	

%Visits by Country

Average	Country
72.727%	UNITED STATES
4.017%	CANADA
4.017%	REPUBLIC OF KOREA
2.748%	UNKNOWN LOCATION
2.537%	CHINA
2.326%	GREAT BRITAIN
2.114%	INDIA
1.48%	FRANCE
1.057%	JAPAN
0.846%	PORTUGAL
0.846%	ROMANIA
0.846%	ISLAMIC REPUBLIC OF IRAN
0.634%	GERMANY
0.634%	NORWAY
0.423%	ARGENTINA
0.423%	AUSTRALIA
0.211%	SWEDEN
0.211%	SAUDI ARABIA
0.211%	UNKNOWN LOCATION
0.211%	IRELAND
0.211%	DENMARK
0.211%	BELGIUM
0.211%	ITALY
0.211%	NEW ZEALAND
0.211%	ISRAEL
0.211%	RUSSIAN FEDERATION
0.211%	HUNGARY