



Pixie Press Worldwide Brings Green Virtues to Luxury Book & Company Launch

64,000 Acre Forest Benefits from Partnership with Verus Carbon Neutral

Hollywood, CA (8 February 2010)— When Pixie Press Worldwide began planning the events leading up to the release of their new celebrity-driven book, *About Face*, they decided to stay true to their green publishing philosophy. By consulting with Verus Carbon Neutral, the publishing house has adopted a reforestation project to offset 100% of the event's carbon footprint. The project is actively managed to sequester CO₂ in a sustainable manner that protects over 64,000 acres of forest habitat with proceeds to support the forestry initiatives and Humane Society.

According to Publisher Jordan Woodland, when Pixie Press Worldwide discovered they could make their book launch Carbon Neutral, she knew it would be inline with their green initiatives. "We want to firmly establish ourselves as a publishing house that is committed to delivering luxury books and caring about the environment, so it made sense to offset the impact of our launch party," said Woodland.

"Our creative team was excited by the chance to turn a negative carbon footprint into a positive soul print" — Ayn Gailey, Editor-in-Chief

Already making strides with green initiatives for the printing of its first publication, Pixie Press Worldwide created *About Face* with recycled paper containing post-consumer waste and manufactured using 100% wind power, plus used alcohol-free vegetable inks for printing. Moreover, the entire book was shot with obsolete vintage film, which did not require the manufacturing of new film to replace used rolls.

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 an organization's footprint, Verus Carbon Neutral provides a proactive 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. 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 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. Privately held, Verus is based in Atlanta and more information can be found at www.verus-co2.com.

About Pixie Press Worldwide

Founded in 2009 by Jordana Woodland, the youngest female publisher in the U.S., Pixie Press Worldwide is dedicated to publishing collector-edition coffee table books. Pixie Press Worldwide is not only the newest publisher on the block, but may be the greenest. All books are printed with vegetable-based inks on recycled paper that is manufactured with 100% wind power. A portion of every book sale will benefit charities that assist women and children in need. To find out more, please visit www.PixiePressWorldwide.com

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