



## FOR IMMEDIATE RELEASE

### **Prop Pueblo Foundation Achieves “Certified Carbon Neutral” Status**

*Non-Profit, Fair-Trade Foundation Advances Social Responsibility on Earth Day 2010*

ATLANTA (November 3, 2010) – **Pro Pueblo**, a pioneer in fair trade, eco-friendly artisan crafts, is proud to announce this holiday season of 2010 that it is officially Carbon Neutral. More specifically, 100% of the Carbon Dioxide Equivalents (CO<sub>2</sub>e) generated through the entire production and transportation of all Pro Pueblo products distributed in the United States have been offset through the Rocky Reach Run-of-River Hydroelectric Project, registered and verified by the Chicago Climate Exchange. Today’s announcement is yet another example of Pro Pueblo’s strong commitment to implementing and promoting sustainable business practices.

“Achieving Certified Carbon Neutral status was a clear next step for Pro Pueblo as it enables us increase the sustainability of our business practices within the fair trade industry and sends a message about how successful companies can also be environmentally friendly,” states Pro Pueblo USA CEO, Nadia Bredthauer. “Pro Pueblo not only supports the development of sustainable communities and education for women in Ecuador, it also sources, transports and sells the unique products they create in utterly free of human pollution which adds to our great appreciation for protecting and preserving our environment.”

Pro Pueblo selected a hydroelectric project, managed by Rocky Reach, to offset the company’s U.S. carbon footprint. People throughout the Northwest benefit from clean, renewable energy produced at Rocky Reach. The project is nationally recognized for efforts to protect the environment. A first-of-its-kind juvenile fish bypass system was completed in 2003 to help young salmon and steelhead on their way to the ocean. The environmental differences between run-of-river and conventional hydroelectric power are dramatic. Run-of-river projects use the natural flow of water caused by change in elevation, eliminating greenhouse gas creation.

“Pro Pueblo has shown a deep commitment to the environment,” said Andrew Keenan of Verus Carbon Neutral, the company that conducted the assessment of Pro Pueblo’s carbon footprint and provided the offset program.

Prior to achieving Carbon Neutral status, Pro Pueblo employed significant environmental practices such as recycling and forest replenishment through sustainable farming of their products naturally from rainforest trees.

#### **About Pro Pueblo:**

ProPueblo is a non-profit foundation and a member of the World Fair Trade Organization (WFTO). Its mission is to create sustainable income opportunities leading to poverty alleviation, improved livelihoods and environmental stewardship.

#### **About Verus Carbon Neutral**

Verus Carbon Neutral is an innovative and eco-conscious company that aids businesses looking to measure, offset and reduce their carbon footprints. After conducting an audit or life-cycle analysis to determine the size of their footprint, Verus Carbon Neutral provides a means to reduce or completely offset their client’s CO<sub>2</sub> 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](http://www.verus-co2.com).