

Better World Club Takes On Climate Change by Offsetting a Critical Source of Hot Air: Congress

PORTLAND, Ore., Oct. 21 /CSRwire/ - Better World Club, the nation's only eco-friendly auto club, announced today that it is going to offset one of the nation's most important sources of hot air: the U.S. Congress.

To accomplish this, Better World Club will offset more than 100 tons of carbon emissions generated by the Capitol Power Plant—representing one day of a Congressional session. Because of Congressional floundering, the Capitol Power Plant still operates using dirty fuels and pollutes the D.C. area to the tune of more than 100,000 tons of carbon dioxide (not to mention other pollutants) every year.

William A. Nitze, CEO of Climate Clean, Inc. and a Washington, D.C. resident, says, "Pollution emitted from the Capitol Power Plant endangers public health and contributes to the climate change threatening our planet. This Congress has released a lot of hot air about fighting climate change but doesn't offer real leadership. We need to take positive action, now."

Carbon Offsets are a market based solution that allows individuals or companies to pay for the environmental cost of their carbon footprint. Carbon offsets fund efforts actively reducing emissions through innovation or restoration. Sites like landfill GHG reclamation projects, industrial scale recycling, and reforestation are examples of projects funded by carbon offsets.

One such project supported by this effort is an industrial recycling facility located in Anaheim and Bakersfield, California, USA. Adams Steel quantifies the greenhouse gas emissions reduction saved from using their Mega-Shredder to recycle steel, copper, and aluminum from all types of sources including trucks, buses, airplanes, trailers, machinery, etc. The GHG emissions prevented from recycling are given a value in the carbon offset market, and Better World Club purchases the offset.

"The first step in solving global warming is prevention. Better World Club encourages carbon reductions through less driving and investment in public transportation. But sometimes, prevention is not possible, so Americans need to turn to carbon offsets for remediation," states BWC President Mitch Rofsky. "Americans can address this need by purchasing carbon offsets just as Better World Club has done."

This is the first of a series of public carbon offsets which will highlight the need for remediation.

About Better World Club

Better World Club, headquartered in Portland, Oregon, is the nation's only eco-friendly auto club, providing roadside assistance, insurance, and travel club for cars *and* bicycles. For the past 10 years, the company has been a proponent of corporate social responsibility, donating one percent of annual revenues toward environmental cleanup and advocacy, opposing the highway lobby, and supporting increased infrastructure for pedestrians, public transit riders, and cyclists. Better World Club pioneered bicycle roadside assistance and carbon offsetting travel services—and still offers the only *nationwide* bicycle roadside assistance.

For more information or to join the 30,000 socially-responsible members, visit www.betterworldclub.com, call 1.866.238.1137, or join Better World Club on Facebook at www.facebook.com/betterworldclub. Better World Club is changing more than just tires.

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