

Media Release
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carbonconscious

PERTH 2011 GOES GREEN WITH CARBON CONSCIOUS

Perth 2011 ISAF Sailing World Championships Director Commercial Operations Darren Beazley today announced leading Australian environmental awareness organisation Carbon Conscious Limited as exclusive supplier of Carbon Offsets to the Perth 2011 ISAF Sailing World Championships.

Carbon Conscious Ltd is an Australian company producing carbon credits through 'carbon farming' - the planting of Mallee Eucalypt trees in Western Australia's wheatbelt region. Mallee Eucalypts store carbon and provide valuable environmental benefits such as reduced soil erosion and salinity, livestock protection and creating habitats for Australian wildlife on less productive farming land.

Mr Beazley said Perth 2011 was thrilled to be consolidating international sailing's reputation as being environmentally conscious and green friendly through its partnership with Carbon Conscious Ltd.

"The sport of sailing is extremely proud of its reputation internally as an environmentally responsible sport," Mr Beazley said.

"Carbon Conscious Ltd will work with Perth 2011 to offset our 'carbon foot print' before and during the Perth 2011 ISAF Sailing World Championships and help us establish the Perth 2011 Forest as a primary means to reduce our footprint.

"The Perth 2011 Forest will see Mallee Eucalypts planted in the WA wheatbelt to offset emissions

generated from the Event to allow for Perth 2011's carbon emissions to have a minimal effect on the environment."

Carbon Conscious Ltd Chief Executive Officer Peter Balsarini said Carbon Conscious Ltd was proud to be working with the Perth 2011 team to reduce the carbon footprint of the highly anticipated Perth 2011 ISAF Sailing World Championships, which will be held in Fremantle, Western Australia from 3-18 December 2011.

"From our earliest discussions it was apparent that the Perth 2011 team felt very strongly about mitigating the effects of climate change on the iconic Western Australian coastline," Mr Balsarini said.

"We expect this to be a rewarding long-term partnership between Carbon Conscious Ltd and Perth 2011 and anticipate many thousands of trees to be planted in the Perth 2011 Forest as a result.

"Over the duration of the Perth 2011 campaign we will work closely with the event organisers, local, national and international businesses, competitors and the general public to put in place a number of carbon reduction and offset strategies to make Perth 2011 a Carbon Conscious event.

"We are thrilled to partner with the Perth 2011 ISAF Sailing World Championships and look forward to this enormous green friendly event that is committed to being Carbon Conscious," Mr Balsarini said.

[To visit the Carbon Conscious website, please click here.](#)

[To visit the Perth 2011 website, please click here.](#)

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