

APPLEBY COLLEGE TO BE CARBON NEUTRAL BY 2009

Toronto, ON (November 4, 2008): *LivClean* and **Appleby College** are pleased to announce that the Oakville-based independent school has made a commitment to become carbon neutral by 2009. *LivClean* – Canada’s carbon offset and environmental solutions company – will carry out an annual emissions audit and create a custom carbon offset portfolio to meet the needs of Appleby College, its employees and students. Emission-creating activities will be assessed including such areas as facility heating and lighting, faculty/student commutes and trips (including international student air travel), food consumption, waste and computer usage.

“I am very excited by the partnership that we have struck with LivClean,” said **Bonnie Woolfenden**, Sustainability Director at Appleby College. “Our primary goal remains to reduce our campus carbon footprint through improvements to our facilities, behavioural changes and education, but no matter how good we get we will still have a carbon footprint. LivClean allows us to offset our remaining emissions and be comfortable that the offsets our community purchases are being invested in projects that are really going to make a difference. All of the LivClean projects are efficient, benefit the communities in which they are undertaken and are independently audited and verified.”

Paul DeVries, President of LivClean stated, “By Appleby College going carbon neutral, they are raising the bar within the education system. Their responsibility towards the environment places Appleby as a leader in this area. By educating the faculty, staff and students, the school is showing that they too can make a difference for the environment and stop global warming.”

The carbon footprint assessment will be presented annually to Appleby College faculty and students as a starting point in the quest to implement broad ranging enviro-energy solutions and becoming carbon neutral. LivClean will also set quantitative benchmarks for Appleby College to determine and measure this ongoing effort.

For more information on LivClean or how you can become carbon neutral, visit www.livclean.ca.

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About LivClean:

LivClean is a Canadian organization with a global reach devoted to offering quality carbon offset products and solutions to both individuals and businesses. Passionate about making a difference in the environment and helping others reduce their carbon emissions, LivClean’s dedication to quality means all carbon offset products meet strict criteria, certification and standards. Services include: carbon footprint assessment, the procurement and sale of carbon offsets, carbon neutral water heaters, carbon neutral energy, the Eco-Logique MBNA MasterCard and sustainable business solutions, including sustainable positioning strategies, marketing and communications. Together we can truly change the planet for the better! www.livclean.ca

About Appleby College:

Appleby College is an independent school for more than 750 young men and women in Grades 7 to 12. Founded in 1911, Appleby offers a university preparatory education to both boarding and day students. The curriculum offers an exceptionally diverse education that combines rigorous academics with dynamic arts, athletics and community service. For more information, visit www.appleby.on.ca.

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