



MEDIA RELEASE

Monday 9 May 2016 *(for immediate release)*

Skiers tackle climate change with Greenfleet

One in 10 skiers to Thredbo now offsets their travel emissions through a world-first carbon offsetting program.

Over the last two years, Greenfleet and Thredbo Resort have encouraged skiers to purchase a tree for \$4 when they order lift passes – with each tree offsetting the emissions generated on the journey to and from the slopes.

“More than one in 10 skiers has offset their travel emissions with the My Thredbo Park Project – significantly more than the one in 20 people who offset their airline flights,” says Greenfleet’s Chief Executive Officer, Wayne Wescott.

“Skiers are naturally passionate about their environment, and this world-first program is helping people to take personal and practical action on climate change while preserving the beautiful backyard of Kosciuszko National Park.”

Greenfleet, which has planted more than 8.6 million trees around Australia, uses the money raised to plant forests at sites in and around Thredbo, Jindabyne and on the journey to and from Sydney. These forests not only capture carbon, but also restore degraded land and create new habitat for threatened species.

Research conducted by Griffith University’s Environmental Futures Research Institute has found that climate change is turning Australia’s alpine landscape from white to green, with the snow coverage shrinking by 40 per cent over the last 50 years.

“In just two years, we have planted 1,052 trees with the help of our customers. This is a meaningful way for skiers to give back to the land they love, and protect their sport at the same time,” says Thredbo’s General Manager Jordan Rodgers.

On Friday 6 May, Greenfleet started planting a new site along the Monaro High Plains – an area around the same size as the ACT – that is currently under threat due to the death of trees.

“By making an investment in green infrastructure, skiers can take action on climate change, while doing their bit to ensure the smooth, white slopes of Thredbo are there for future generations to enjoy,” Wescott concludes.

Images from the planting day and media interviews are available on request.

About Greenfleet

Greenfleet is Australia’s most trusted source of biodiverse carbon offsets. As an environmental not-for-profit organisation, Greenfleet’s mission is to protect our climate by restoring our forests. Since 1997, Greenfleet has planted more than 8.6 million native trees across Australia – restoring more than 400 native and biodiverse forests. Greenfleet services many of Australia’s leading brands, and is supported by thousands of individual Australians. Visit: www.greenfleet.org.au

About Thredbo

Thredbo is Australia’s Premier Alpine Resort. Located at the heart of the Australian Alps and situated only 6 km from the peak of Australia’s highest mountain, Mt Kosciuszko it operates 365 days a year, boasts the best alpine terrain in the country. Established in 1957, the only alpine resort in Australia to celebrate over 50 years of operation, Thredbo is the essence of Alpine Australia. With such history it has created a culture and community unlike any other resort in the country.

-ENDS-