



Yacht Carbon Offset

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Yacht Carbon Offset – Press Release

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MYBA Charter Show 2010 offsets carbon emissions

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Conscious of the environmental impact of its annual Charter Show, MYBA has decided to reduce net greenhouse gas emissions from its 2010 event, which will take place in Genoa from May 3rd – 7th.

MYBA has chosen once again to work with Yacht Carbon Offset, following the success of the partnership during the MYBA Selection in the South of France last September. Carbon savings from one of Yacht Carbon Offset's selected projects, in Nicaragua, have been allocated to match the estimated carbon emissions from electricity consumption at the event.

Fiona Maureso, Chair of the MYBA Charter Show Committee, said: *"The MYBA Show is dedicated to charter professionals and provides a showcase for the finest superyachts on the charter market today. However, we are increasingly aware that the event does create a carbon footprint and we are pleased to be working with Yacht Carbon Offset to reduce its impact. We have chosen Yacht Carbon Offset as they provide a specialist service for the superyacht industry and have Lloyds Register Quality Assurance Certification"*.

Yacht Carbon Offset's Managing Director Mark Robinson commented: *"We are delighted to be participating at the forthcoming MYBA Show and look forward to raising awareness of our specialist service during this important event. Carbon offsetting appeals to many high profile charter clients and can easily be included in the arrangements of a luxury charter. We thank the MYBA team once again for their support."*

For more information about Carbon Offsetting, and to take action to balance your yacht's greenhouse gas emissions, visit www.yachtcarbonoffset.com

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MYBA Charter Show

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Notes for editors:

The 22nd MYBA Charter Show, 3-7 May 2010

The MYBA Charter Show is one of the most important international exhibitions dedicated to charter professionals and superyachts. It is attended by the world's leading charter agencies and brokers, and includes an exhibition of ancillary services for the yachting industry. The Show is owned by MYBA, the Worldwide Yachting Association. The event is based in the historic Porto Antico in Genoa, and organised locally by the Pesto Group.

Yacht Carbon Offset has offset the estimated carbon emissions from the event electricity consumption, plus an allowance towards the yachts' shore power. These emissions have been balanced by carbon savings from one of Yacht Carbon Offset's selected, independently audited projects, which uses waste biomass from a sugar production plant to generate heat and electricity in place of fossil fuels. For details see www.yachtcarbonoffset.com/example-projects.html

Further details about the Show are available at www.mybashow.com

Yacht Carbon Offset

The full capabilities and flexibility of a luxury yacht enable owners and guests to enjoy the world's most beautiful destinations. With large and powerful yachts, a significant "carbon footprint" arises, so this can readily be addressed through a Yacht Carbon Offset.

Through Carbon Offsetting, greenhouse gas emissions from the yacht, or in this case the use of electricity, are quantified. Then an equivalent quantity of greenhouse gas savings, from independently verified green energy projects, is assigned to balance them out. Yacht Carbon Offset provides a specialist service for those that own and enjoy the world's leading superyachts, and has Lloyds Register Quality Assurance Certification.

Carbon Offsetting complements the initiatives taken by each yacht to improve energy efficiency, since it addresses the impact of the energy that is consumed after all such initiatives have taken effect. In a world where service excellence requires full flexibility of operation, Carbon Offsetting is a practical way to make a real difference.

Further details are available at www.yachtcarbonoffset.com