



Yacht Carbon Offset

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Yacht Carbon Offset – Press Release

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Red Arrows at Monaco Yacht Show to be Carbon Offset

Following last year's spectacular performance, the Royal Air Force Red Arrows will again give a dramatic 30 minute display of airborne precision and excellence, during the 2009 Monaco Yacht Show.

The display has been organised by Superyacht UK, supported by gold sponsors such as Pendennis, and will take place off the Outer Breakwater at 14.30 on 24th September 2009.

Yacht Carbon Offset is pleased to be among the sponsors of this event and to have certified a Carbon Offset to balance the estimated greenhouse gas emissions from the aircraft during the display.

Mark Robinson of Yacht Carbon Offset said: *“The Red Arrows always give an exhilarating display. They show confidence, expertise, grace and perfect timing. I'm really looking forward to their performance at the Monaco Yacht Show. We are delighted to support the team at Superyacht UK that has made it possible.”*

Tom Chant, International Development Manager for Superyacht UK said: *“We are pleased to have the support of the Red Arrows once again at the Show. They provide a show stopping spectacle for all of Monaco and are fine representatives for Britain. With the Monaco Show acting as a forum for business professionals from the industry worldwide, we are looking forward to placing the UK at the centre of attention and to welcoming Show attendees to the Superyacht UK Pavilion in the Darse Sud tent.”*

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

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Notes for editors:

The Royal Air Force Red Arrows

The Royal Air Force Aerobatic Display Team, the Red Arrows, are renowned throughout the world as ambassadors for both the Royal Air Force and the United Kingdom. Since the Team was officially formed in 1965, the Red Arrows have completed over 4,000 displays in 53 countries..

Further details are available at www.raf.mod.uk/reds

Superyacht UK

Superyacht UK was set up in 2003 and is now a flagship association within the British Marine Federation with over 160 members and a world-class representation of the superyacht sector.

The objective of Superyacht UK is to provide greater co-ordination and professional support for the UK superyacht sector and the longer-term aim is to gain UK market share of the world's superyacht sector.

Further details are available at www.superyachtuk.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.

The benefits in terms of personal brand and the reputation surrounding the yacht are highly valued by many owners and guests. For providers of services to yachts, the action shows an effective response to carbon emissions, underlining a commitment to a broader environmental strategy.

Through Carbon Offsetting, greenhouse gas emissions from the use of energy are quantified and then balanced by greenhouse gas savings in projects worldwide, such as renewable energy. 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.

In this instance, the same principles have been applied to compensate for the emissions from the use of fuel by aircraft of the Red Arrows. This emphasises the way that Offsetting can be applied to many different situations, not least to private aviation which is often also part of the lifestyle of those that own and enjoy superyachts.

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 on www.yachtcarbonoffset.com