



Yacht Carbon Offset



Yacht Carbon Offset Limited
16 Hanover Square
Mayfair
London W1S 1HT
United Kingdom

TEL:
+44 (0) 20 7016 7700

FAX:
+44 (0) 20 7016 7715

EMAIL:
info@yachtcarbonoffset.com

WEB:
www.yachtcarbonoffset.com

Yacht Carbon Offset – Press Release

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Riviera Radio partnership with Yacht Carbon Offset

As 106.5 Riviera Radio is at the centre of the community across the south of France, it has taken a leading position to become one of the world's first carbon balanced radio stations. The station will Offset the estimated greenhouse gas emissions from its activities, in partnership with Yacht Carbon Offset.

Mark Robinson of Yacht Carbon Offset said: *“Riviera Radio is an integral part of the yachting community on the Cote d’Azur, so it is a particular pleasure to provide our Offsetting service to the Station. In the world of yachting, many service providers, along with yacht owners and operators, have recognised that doing something pragmatic and effective about carbon emissions is appropriate in 2009. We warmly welcome the leadership shown by Riviera Radio.”*

Paul Kavanagh DG of 106.5 Riviera Radio said: *“Radio is one of the greenest media there is. We have noticed the importance of this with many traditional advertisers and big brands becoming more conscious of environmental performance across their operations. One part of this is moving from print advertising to the much more environment friendly radio and internet.*

Now 106.5 Riviera Radio will be one of the first in the world to be completely carbon neutral. We have seen, and report on, the changes in the world attributed to the rise in Greenhouse Gas emissions. We want to be part of the solution, especially being based in Monaco where the environment is such a high priority.”

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

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Mark Robinson - Managing Director
+44 20 7016 7700
info@yachtcarbonoffset.com
www.yachtcarbonoffset.com

Riviera Radio

Paul Kavanagh – Managing Director
+377 97 97 94 76
paulkavanagh@rivieraradio.mc
www.rivieraradio.mc



REGISTERED OFFICE:
51 Queen Anne Street
London, W1G 9HS
United Kingdom

REGISTERED IN ENGLAND
AND WALES:
N° 6452739



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Notes for editors:

106.5 Riviera Radio

106.5 Riviera Radio is a proud member of Morris Communications based in Augusta, Georgia. This is a very successful company which is in the newspaper, magazine, billboard and radio business. www.morris.com

Serving English speakers across the Riviera for over 20 years, 106.5 Riviera Radio plays the best music of the 70's, 80's, 90's and today. The station broadcasts BBC News and from its own news centre presents the local French news in English. The key ingredients of the station are Great Music, Up-to-date News, Fun and Listener Involvement.

Further details are available at www.rivieraradio.mc

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. For a service business, Carbon Offsetting can compensate for emissions relating to energy use, business travel, and other activities as required.

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.

Carbon Offsetting complements the initiatives taken by each yacht or supporting business 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