



From: Cleveland Carbon Fund

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FOR IMMEDIATE RELEASE

June 24, 2009

Mayor Frank G. Jackson to Kick-off the Cleveland Carbon Fund's First Project

CLEVELAND – Mayor Frank G. Jackson, together with City Council Members Matt Zone, Phyllis Cleveland and Anthony Brancatelli and other community leaders, will kick-off the Cleveland Carbon Fund's first project in the Detroit Shoreway neighborhood at St. Augustine Towers, a residence for low-income seniors, located at 7821 Lake Avenue on Thursday, June 25, 2009 at 10:00 am. The Cleveland Carbon Fund awarded its first two grants in April to Detroit Shoreway Community Development Organization and Slavic Village Community Development Corporation. Together, both partners will install 10,000 compact florescent light bulbs (CFLs) in resident's homes and apartments.

This is the first community-based carbon reduction fund in the United States. The Cleveland Carbon Fund invests in local community projects that reduce greenhouse gas emissions and spark economic development in Cleveland. The first phase of the project will be at St. Augustine Towers, Alexia Manor and Lorexus Manor, all low-income senior housing located in either the Detroit Shoreway or Slavic Village neighborhoods. This phase consists of switching out 1700 regular incandescent light bulbs with CFLs, which will reduce carbon emissions by 109.5 tons. This is the equivalent of planting 540 trees. These three building installations will save the residents and the resident halls over \$13,000 a year. Once the project is fully implemented, it will have reduced the amount of carbon emissions by hundreds of tons and have saved Cleveland residents tens of thousands of dollars.

The Fund's founding partners include the City of Cleveland, Cleveland Clinic, Cleveland Foundation, George Gund Foundation, and the Green City Blue Lake Institute at Cleveland's Museum of Natural History. They are committed to reducing carbon emissions and marketing the Fund to ensure its growth and success. The Fund's Advisory Committee includes the founders and two community partners, BrownFlynn and Forest City Enterprises, both of which have worked to support the fund and help it grow.

The Fund provides an option for anyone who wants to reduce carbon emissions in Cleveland to have the power to do so. Individuals and corporations are encouraged to calculate their carbon footprint on the Fund's website (www.clevelandcarbonfund.org) and make a tax-deductible donation to the Fund. Donors can be assured their contributions are making sustainable, positive change in Cleveland neighborhoods. The money collected goes to implementing local projects that reduce the overall carbon emissions of the Cleveland area.

