



KINDER MORGAN PROMOTES THE VALUE OF GREEN

Our changing atmosphere has emerged as the single, dominant environmental issue of the 21st century and has now reached a tipping point with citizens across the country and around the world. This new awareness has caused society to look to the private and nonprofit sectors for leadership *and* solutions.

The **Wildlife Habitat Council** (WHC) and **Kinder Morgan** working in partnership with **The Conservation Fund** are pleased to announce an exciting new partnership program that offers companies an effective, tangible way to address atmospheric carbon levels. Simply put, the **Go ZeroSM** initiative measures the carbon dioxide emissions of virtually any business unit or activity – from branded products to company headquarters, staff travel to annual events. The program then offsets carbon contribution by planting trees in managed areas, such as wildlife refuges. These newly created forests do more than *just* combat greenhouse gas concentrations, they also restore important wildlife habitat and improve air and water quality.

Forests play a critical role by sequestering or storing large quantities of carbon as they grow. Photosynthesis and respiration are the essential machinery by which forests store and release carbon. As a tree grows, it absorbs carbon from the air and, through the process of photosynthesis, uses solar energy to store carbon in its roots, stems, branches and foliage.

Thanks to sponsorship by Kinder Morgan, WHC will address the ecological footprint generated by its upcoming Annual Symposium, *The Value of Green*, in Baltimore, Maryland, on November 12-13. Through Go Zero, The Conservation Fund will calculate the carbon dioxide emissions produced by the meeting facilities and transportation, and then offset the carbon contribution by planting trees. In 2006, WHC offset the hotel facility usage through a generous contribution by The Conservation Fund, which resulted in the planting of over 250 trees in Big Branch Marsh National Wildlife Refuge. www.wildlifehc.org/events/symposium.cfm

Planting trees is one of the easiest and most cost effective ways to sequester carbon. As they grow, trees absorb carbon dioxide. Kinder Morgan will calculate the emissions of the Lakewood Campus outside of Denver, Colorado, and work with its employees to plant trees in partnership with local schools and USDA Forest Service sites. In addition, Kinder Morgan employees will have the opportunity to protect and create pollinator habitat at the Lakewood Campus and through community schoolyard naturalization.

WHC Annual Symposium attendees can also voluntarily calculate their emissions online with the Carbon ZeroSM Calculator to estimate and offset emissions through a few simple calculations. The entire process takes about five minutes. The calculator will estimate the carbon footprint for the year, as well as the number of trees it will take to neutralize each person's impact on climate change. With a voluntary donation, The Conservation Fund will plant the appropriate number of native trees to help fight climate change.

For more information, visit the Wildlife Habitat Council at www.wildlifehc.org or The Conservation Fund at www.gocarbonzero.org.