JustGreen Offsets the South Florida Climate Action Rally

JustGreen was proud to be the official carbon offset sponsor for CLEO's Climate Science Briefing Panel & Climate Action Rally that took place April 25, 2014 in Pinecrest, Florida. The carbon credits offset the greenhouse gas emissions associated with the participants travel to and from the event, helping contributing in our efforts to help solve global warming. The CLEO Institute celebrated along with Mayor Cindy Lerner of Pinecrest and championed the voices of regional leaders of all ages who speak up for a Climate-Ready South Florida. As part of the rally, representatives from local and regional groups shared statements summarizing their commitment to climate action. The crowd of over 200 received and excellent perspective on the depth and breadth of South Florida's support for climate resilience.

The Village of Pinecrest is also leading the way by offering residents and businesses a simple new option to reduce their environmental footprint through carbon offsets. Generated from carbon emission reduction projects, the Pinecrest carbon offset program will contribute to the municipality's goal of reducing overall greenhouse gas emissions 7% below 1996 levels, by 2014. The Village of Pinecrest is the first municipality in the State of Florida and one of the few cities in the United States to offer a volunteer carbon offset program to residents and businesses.

About CLEO

The CLEO Institute was founded by Caroline Lewis on July 30, 2010. Ms. Lewis, a career educator, believes that in order to infuse passion and motivation in others, we must provide opportunities to engage them. Using creative, scalable, interdisciplinary strategies, the CLEO Institute supports and promotes initiatives that advance environmental literacy and civic engagement. The CLEO Institute identifies, develops and supports innovative programs that attract large segments of untapped audiences.

About JustGreen Lifestyle

JustGreen Lifestyle is Just Energy Group's green energy initiative that can help us all work towards a cleaner planet by pursuing renewable and sustainable energy solutions that support green projects across North America. The Company's JustGreen Lifestyle products provide consumers and businesses with the ability to help them reduce the environmental impact of their everyday energy use through carbon offsets and renewable energy credits.

Visit www.justgreencommunity.com to learn more. Also, find us on Facebook and follow us on Twitter.