

CLIMATE ACTION NOW ANNOUNCES PARTNERSHIP WITH CARBONFUND.ORG



*Carbon Offsets to be Part of Start-ups
Product Offering*

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WOODSIDE, CA, Nov. 16, 2020 -- In addition to the thousands of planet-saving actions currently available in the Climate Action Now app, users will be able offset their carbon emissions as of March 31, 2021. Climate Action Now has selected the nonprofit Carbonfund.org Foundation to fulfill the offsets purchased by app users. Carbonfund.org Foundation, a non-profit, has a long-established history of supporting third-party validated and verified carbon projects around the world.

“Properly certified carbon offset projects have become an essential tool in the global fight against climate change. As a practical matter, it’s virtually impossible for most people to completely offset their own emissions, so the purchase of offsets is really the only way that most consumers or business can go completely carbon neutral,” said Climate Action Now Founder and CEO Brett Walter. “What’s more, for many people, carbon offsets are surprisingly affordable. For example, I can offset my share of the emissions from a 10,000 mile flight for just \$20. We are pleased to give our app users this easy and convenient way to bring down their total emissions.”

“We are excited to work with Climate Action Now to increase awareness about climate change and carbon offsets. The Climate Action Now community has an enormous opportunity to reduce the threat of climate change and hasten a carbon free world and our industry-leading carbon offsets are an important part of this,” said Eric Carlson, President of Carbonfund.org.

Learn more about carbon offsets at <https://carbonfund.org>.

Woodside, California-based Climate Action Now was founded by serial Silicon Valley entrepreneur Brett Walter in 2019. The company’s purpose is to put effective climate action, via the Climate Action Now app, at the fingertips of millions of consumers around the world. The app is simple and easy-to-use, and most actions can be taken in seconds or minutes. Brett realized the ubiquitous smartphone is the ideal vehicle to empower individual and collective action to fight climate change - helping people make their voices heard, by government and business, and by providing app users information leading to their own planet-friendly lifestyle changes. The Climate Action Now app will be released in March 2021. Visit www.ClimateActionNow.com for more information.

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