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Lilliane LeBel 603-731-4016

Soli Helps Higher Ed Meet Climate Goals With a Cutting Edge Model

Cambridge, MA – Soli®, the patented game-changing program that links consumers and brands together to fight climate change, highlights how it can credit higher education institutions with carbon that is earned by their students.

“Climate change is one of the major challenges facing us today. Most people feel there is nothing they can do that will have a significant impact on climate change – but that’s not true! Together, we can make a difference every day,” stated Soli Founder and Chairman, Robert MacArthur.

Students can help their colleges and universities meet their sustainability goals. Soli is launching initially among millennials, college and university students in greater Boston, then throughout the US, to reach an estimated millennial market of 23 million that grows each year by 25% with incoming freshmen. Soli lowers the carbon footprint with every dollar college students spend shopping from a network of select merchants; students receive rewards points while their schools reap the carbon credit benefit.

Once the program has launched to US academia, Soli will reach out to all consumers throughout the country. Soli rewards consumers for their everyday shopping, both monetarily and by lowering the carbon footprint.

"I think SoliPoints is a very smart app. It recognizes that while many people might hear about environmental problems and want to take action, there is a big leap from thinking about making a change to actually doing it. Soli was made with this understanding of people in mind. Instead of asking its users to make large lifestyle changes, the App utilizes a behavior that is second nature to most of us: shopping and spending, to take tangible action against CO2 emissions." *Jenna C., Tufts University student and Soli App User*

“Our Soli program 'greenifies' any product or service by tying purchases to verifiable reductions in carbon emissions,” said MacArthur. Our tagline is ‘It Pays to Save the Planet™’.

Soli is a participating member in the UN Climate Compact, the Association for the Advancement of Sustainability in Higher Education, and is affiliated with non-profit Climate Remediation Foundation.



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