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**FOR IMMEDIATE RELEASE**

## **Soli Teams-Up With The Adirondack Council To Retire Carbon**

*Cambridge, MA – 07.12.18* – Soli®, the patented shopping reward program that ties carbon reduction with everyday purchases to fight climate change, will be purchasing carbon credits for its Points program directly from The Adirondack Council.

Soli will acquire serially numbered carbon credits purchased by The Adirondack Council in State-regulated cap and trade auctions and convert them into redeemable electronic coupons (Points). Each Point represents a two-pound increment of a ton of CO<sub>2</sub>. Merchants buy Points from Soli to attach to goods and services ('green' or not) to gain and retain customers and to be regarded socially responsible. The Soli system tracks each consumer purchase where Points are attached. Each time a customer makes a purchase the Points are removed from circulation, thus triggering the retirement of CO<sub>2</sub> (and they earn cash back as well). "It Pays to Save the Planet.™"

"This arrangement is beneficial to The Adirondack Council (TAC) and is beneficial to Soli, and most of all to the environment," stated Soli Founder and Chairman, Robert MacArthur. "Soli's patent covers the conversion of any carbon Offset into a consumer reward. It is important that each Offset is genuine. In our agreement with TAC each ton has a unique serial number for total verification, tracking, and auditing -- eliminating possible duplication and false claims."

For years The Adirondack Council has had a Certificate program allowing donors to directly retire carbon from Regional Greenhouse Gas Initiative auctions, wherein they are sold as allowances for utilities to continue operating above desired environmental standards to give them time to upgrade to cleaner tech. The Council uses Certificate proceeds to address their mission, which is preserving the six million acres of the Adirondack Park as "Forever Wild." This is the largest Park within the contiguous 48 US States and it has been under attack by harmful environmental emissions. Check out <https://www.adirondackcouncil.org/> Soli enhances the TAC mission with every carbon ton it buys for its own program.

"We really like Soli's idea of making it easy for people to fight climate change every day," said Adirondack Council Executive Director William C. Janeway. "Everyone who participates will be making the air cleaner and reducing the impact of climate change. We need all the help we can get. The stakes are high, globally and here at home. Rapid warming threatens the Adirondack Park's

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trout and salmon populations, its vast wetlands, its rarest wildlife habitat and the winter sports that help support its economy."

Soli is a win for The Adirondack Council, a win for Merchants in the system, a win for shoppers and a big win for the environment.

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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