

# RIDEAU VALLEY CONSERVATION FOUNDATION NEWS RELEASE

## LIVE 88.5 FM GOES CARBON NEUTRAL!

RIDEAU VALLEY, APRIL 27, 2011 — We are delighted to announce that **LIVE 88.5 FM "Ottawa's Alternative Rock"** right here in the Rideau Valley has just become Canada's first carbon neutral radio station ever!

Using the Rideau Valley Conservation Foundation's Carbon Neutral Program, we calculated the amount of carbon dioxide equivalent produced annually by the work of the 35 employees in the LIVE broadcast centre on Antares Drive (near Hunt Club and Prince of Wales). Staff commuting and travel, office heating and cooling, energy consumption of all kinds was tallied using energy bills for a one-year period. Once we knew the total energy consumption, we used a formula to estimate the number of trees needed to absorb or "offset" that same amount of carbon dioxide.

The Rideau Valley Conservation Foundation has now finished planting 5,700 vigorous, young, locally-grown trees in the southern Ottawa area to offset the carbon dioxide produced annually through normal station operation. The growing trees absorb carbon dioxide from the air taking greenhouse gas out of the atmosphere and locking it in the wood for up to 80 years. Tree mortality along the way was part of the calculation.

Over the next ten years, these trees will absorb the same number of tonnes of carbon dioxide that the employees of the station inadvertently produce in one year.

The new LIVE forest covers a little over seven acres of abandoned land turning it into a lovely vibrant forest of the future. These new trees contribute to the increase of tree cover in the Ottawa area and much more: they absorb greenhouse gas, produce life-giving oxygen, clean our water supplies, provide wildlife habitat, buffer noise and wind, improve the soil and reduce soil erosion. All this environmental work for free for up to 80 years! No wonder planting trees is one of the best things we can do for our environment.

We all have business activities that produce carbon emissions every day; we all have distances to travel large and small; and we all live in a cold climate that needs substantial energy inputs. It is difficult for Canadians to reduce or fully eliminate the greenhouse gas emissions attributable to their activities. But tree planting provides another option ... it lets us offset the carbon which we unconsciously produce by living and working in the Rideau Valley.

"I am proud to say that the owners and staff of LIVE 88.5 FM have made a huge commitment and contribution towards the health of their listening community. The station is the first radio station not only in Ontario but in all of Canada to take this very community-minded step of going carbon neutral," said Foundation Chair Jason Kelly. "This is a major accomplishment for any business and one that benefits and should be celebrated throughout the community."

LIVE 88.5 FM is one of two local affiliates of Newcap Radio Inc. headquartered in Dartmouth, Nova Scotia. Newcap is one of Canada's largest radio companies employing over 800 radio professionals across the country. Newcap holds 63 FM and 18 AM licences and is heard by millions of listeners each week throughout Canada.

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