



## **PRESS RELEASE**

### **A CANADA FIRST: CLIMATE-FRIENDLY TRAVEL AT NO EXTRA CHARGE**

#### **Hume Travel launches FlyGreen.ca**

Vancouver B.C., 4 December 2007

**Hume Travel announces the immediate launch of FlyGreen.ca, Canada's first climate-friendly travel site for the climate-conscious traveller. FlyGreen.ca is an online travel agency that makes a contribution to programs which offset carbon emissions.**

**One of the most serious issues facing everyone today is climate change, and most forms of transport are 'carbon culprits'. Using FlyGreen.ca, travellers book with Westjet or Air Canada (same low web fares, no hidden extras, no booking fees), and for each booking FlyGreen.ca contributes towards projects that prevent greenhouse gases from being emitted into the atmosphere.**

"We are delighted to announce today's launch of our new FlyGreen.ca website," said Nicole Murcutt, Director of the carbon-offset program. "Travellers go through FlyGreen.ca to access the airlines' web links and book for exactly the same low web fares as booking direct. By booking through FlyGreen.ca they make an important contribution to carbon offsets and it doesn't cost them one extra penny!"

"We believe this is the first program of its kind in Canada," she continued "and are certain that travellers who used to book directly with Westjet or Air Canada will want to do so through FlyGreen.ca as of today."

The idea is simple but clearly effective: nothing changes for the travellers, except that they book their flights through FlyGreen.ca and have the satisfying knowledge they are making a contribution to carbon-offset programs at no extra cost.

FlyGreen.ca has partnered with **Offsetters Climate Neutral Society**, Canada's premier provider of high quality carbon offsets. "Consumers are increasingly aware of the climate impact of their own activities," said Dr. James Tansey, CEO of Offsetters. "People are looking for solutions, and FlyGreen.ca offers an excellent one. We are very excited to partner with FlyGreen.ca and believe that people will respond very positively to a company that puts its money where its mouth is."

The website, launched today, is supported by Hume Travel in Vancouver. Therefore, should travellers booking on FlyGreen.ca require a more complex travel arrangement, they can draw on the full support of Hume Travel consultants. "This way," said Ms. Murcutt, travellers get the best of both worlds: they either make a simple web booking at no extra cost, or they can rely on our full-service agency for help with more complex bookings."

For more information, check out [www.FlyGreen.ca](http://www.FlyGreen.ca).

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**FlyGreen.ca and Hume Travel** are based in Vancouver B.C.. Hume Travel has provided travel services to Canadians since 1983. Dedicated to finding the lowest rates and best options for their clients, they specialise in individual service and consultancy.

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**Offsetters Climate Neutral Society** is Canada's premier provider of high quality carbon offsets. Founded in 2005 by two climate experts from the University of British Columbia, Offsetters works with individuals and businesses to calculate, track, reduce, and finally offset their greenhouse gas emissions. Offsetters funds are invested into renewable energy and energy efficiency projects that achieve tangible reductions in greenhouse gas emissions and that would not have taken place without its involvement. For more information, see [www.offsetters.ca](http://www.offsetters.ca)

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**Note to the editor:**

*If you like more information on this topic, or would like to schedule an interview with Nicole Murcutt, please call Nicole at 604-682-7581 or toll-free 1-800-663-9787 or e-mail [Nicole@hume-travel.com](mailto:Nicole@hume-travel.com)*