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**The Green Cup of Polo is Washington D.C.'s First Cleaner and Greener<sup>®</sup> Certified Event**

Madison, WI, July 3, 2008 —Leonardo Academy, a charitable non-profit organization dedicated to advancing sustainability through the competitive market, announced today that The Green Cup of Polo, to be held in Potomac, Maryland on July 19, 2008, has earned event certification under Leonardo Academy's Cleaner and Greener<sup>®</sup> Program. The Cleaner and Greener<sup>®</sup> Program certifies events and organizations for reducing and offsetting emissions caused by energy use. This program addresses the full range of emissions that impact human health and contribute to climate change, including CO<sub>2</sub>, SO<sub>2</sub>, NO<sub>x</sub>, particulate matter, and mercury.

Sponsored by the Capitol Polo Club of Montgomery County, Maryland, The Green Cup of Polo is the first Cleaner and Greener<sup>®</sup> Certified event in the Washington DC area. Climate Clean (<http://climateclean.net/>) has donated enough "intelligent offsets" – the company's proprietary mix of all six greenhouse gases, sourced from emissions reductions projects including energy generation and efficiency, agriculture, and industrial gas abatement—to offset 100% of the CO<sub>2</sub> and NO<sub>x</sub> emissions generated by this event. Certification of the event is sponsored by The Solena Group (<http://www.solenagroup.com/>), a renewable energy company based in Washington D.C. that produces clean energy through plasma gasification technology and algae systems.

In addition to being certified carbon neutral, The Green Cup of Polo has incorporated significant green practices into nearly every component of the event. Key eco-conscious elements include printing on recycled paper with soy-based ink, serving organic and sustainably grown food and beverages, using biodegradable serving ware, extensive recycling and composting of event waste, t-shirts made from organic cotton and reusable VIP bags for event attendees, hiring an eco-friendly cleaning crew, and promoting green companies. Also, the outdoors nature of the event minimizes electricity consumption associated with event activities.

The Green Cup of Polo, aside from being an exemplary 'green' event in terms of sustainable practices, also raises awareness of environmental issues and supports local environmental organizations. The profits from this year's event will benefit the following organizations:

**ACORE (American Council on Renewable Energy):** a nonprofit based in Washington D.C., that works to advance renewable energy (including wind, solar, geothermal, biomass and biofuels, waste energy and hydropower) into the mainstream of America's economy and lifestyle through collaborative research and communication

**EarthEcho International:** a nonprofit organization that uses media and experiences to empower people to use resources that can restore and protect Earth's ocean and freshwater systems

**EPIC (Equestrian Partners in Conservation):** a nonprofit created to preserve the equestrian heritage and rural character of Montgomery County, Maryland, through natural resource conservation and protection

**Live Green:** an organization devoted to making eco-friendly and socially responsible living and business practices accessible, affordable and easy. Live Green serves as a liaison to consumers in search of green products, green jobs,

A charitable 501(c)(3) nonprofit Think and Do Tank working to advance sustainability.



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sustainable food and eco-friendly services and to businesses that provide these services and that are looking for affordable alternatives to help green their operations.

Michael Army, President of Leonardo Academy said, “The Green Cup of Polo is truly an innovative ‘green’ event in that it utilizes multiple eco-conscious strategies to increase awareness of a wide range of environmental issues. We commend The Green Cup of Polo for its far-reaching efforts to be a sustainable, carbon neutral event and for its financial support of key environmental organizations. This event has set an outstanding precedent for green events not only in the Washington DC area but across the nation. We would also like to thank Climate Clean for its generous donation of emission offsets to help make The Green Cup of Polo a Cleaner and Greener® Certified event. This is Leonardo Academy’s first experience working with both Climate Clean and The Green Cup of Polo organizers, and we look forward to building sustainability-focused relationships with these groups in the future.”

To learn more about The Green Cup of Polo, visit <http://www.greencuppolo.com/greenpoloclub.php> and <http://www.cleanerandgreener.org/eventcertification/events/greencupofpolo2008.html>.

**About Leonardo Academy** -- Leonardo Academy ([www.leonardoacademy.org](http://www.leonardoacademy.org)) is a 501(c)(3) non-profit organization founded in 1997 that is dedicated to advancing sustainability and putting the competitive market to work on improving the environment. We are a “Think and Do Tank.” We develop and distribute new strategies, guidance, metrics, standards, education, and information on how to increase sustainability. We also help companies, organizations, families, and individuals successfully promote, encourage, and implement sustainability. Our integrated approach makes sustainability very practical for our clients. We provide: sustainability assessments and strategies for companies and organizations, LEED® and LEED-EB implementation and certification, emissions footprint analysis and emission reduction and offset strategies, sustainable land management, sustainability education and training, and Cleaner and Greener Certification® of emission reduction and offset achievements for events, companies and organizations, and individuals ([www.cleanerandgreener.org](http://www.cleanerandgreener.org)).

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