



Press Release

## **BRAVOFLY PROTECTS THE PLANET WITH MYCLIMATE**

*The Bravofly Group offsets the emission of 833 tons of CO2 by supporting Myclimate's project for the reconstruction of a small hydroelectric power plant on the Island of Sumatra (Indonesia).*

[www.myclimate.org](http://www.myclimate.org)

September 18th, 2008 – Bravofly recognizes the essential role of the environment in the future of the Planet and supports **myclimate**, an innovative organization that is contributing to the reopening and the modernization of a small hydroelectric power plant located on the Indonesian Island of Sumatra, whose objective is to generate clean energy for the local population.

The Bravofly Group has decided to support **myclimate** and its projects dedicated to the protection of the environment in order to offset the carbon dioxide emitted during air travel. **myclimate**, a non-profit organization founded in Switzerland in 2002, follows an innovative approach towards climate protection and the promotion of renewable energies and energy efficient technologies. Today, **myclimate** is one of the leading providers of carbon offsetting measures, and allows passengers, companies and other organizations to quantify the level of pollution generated during their flight, offering the opportunity to offset their part of the emissions with a small donation to the financing of a specific project.

**Thanks to the support it has offered myclimate, Bravofly has offset 833 tons of CO2.** Bravofly has also decided to contribute to the project that **myclimate** has initiated on the Island of Sumatra, in Indonesia, where a once-abandoned small hydroelectric power plant will be repaired and renovated in order to produce electricity for the local population. The small power plant not only guarantees the production of a source of energy that is, in accordance with the Kyoto Protocol, climate friendly but also favours the development of a new business for the Indonesian community.

Thanks to **myclimate**, everyone can offset the negative effects generate by carbon dioxide emitted during their flight. Bravofly invites all of its clients that choose to buy their flights on their websites to visit the [myclimate](https://myclimate.myclimate.org/calculate_flight?locale=e3-CH) webpage, ([https://myclimate.myclimate.org/calculate\\_flight?locale=e3-CH](https://myclimate.myclimate.org/calculate_flight?locale=e3-CH)) in order to calculate the CO2 emissions of the flight and to support the projects dedicated to the protection of the environment.



**Bravofly** is Europe's leading online tour operator thanks to its exclusive technology which compares offers from all airline companies and that allows its users to buy tickets online from the chosen airline. The following websites are part of Bravofly Group: [www.volagratis.it](http://www.volagratis.it); [www.viaggiare.it](http://www.viaggiare.it); [www.tablethotels.it](http://www.tablethotels.it); [www.bravofly.com](http://www.bravofly.com); [www.bravofly.co.uk](http://www.bravofly.co.uk); [www.bravofly.fr](http://www.bravofly.fr); [www.bravofly.de](http://www.bravofly.de); [www.bravofly.es](http://www.bravofly.es)

**myclimate** is based on the concept of voluntary and innovative solutions for climate protection and the promotion of renewable energies and energy efficient technologies. The international initiative with Swiss roots is one of the leading providers of carbon offsetting measures. Its clients include large firms, small and medium-sized enterprises, public authorities as well as non-profit organizations, event organizers and private individuals. Emission offsetting occurs through climate protection projects. Emissions are reduced by replacing fossil energy sources with renewable energies and by implementing energy-efficient technologies. myclimate climate protection projects are designed to the highest standards (Gold Standard) which, in addition to the reduction of greenhouse gases, guarantee a verifiable contribution to sustainable development. In addition, myclimate has initiated a range of projects to encourage public dialogue on climate protection. Exhibitions at the Swiss Transport Museum, school projects, panel discussions etc. help to raise public awareness on the subject of climate change.

#### **BRAVOFLY PRESS OFFICE**

**Contact:** Rosangela Leone  
Tel. +44 2071465550  
Mobile. +39 329 9753992  
Email: [rosangela.leone@bravofly.com](mailto:rosangela.leone@bravofly.com)  
Skype: tersicore\_rosangela

#### **MYCLIMATE**

**Contact:** Kathrin Dellantonio  
Tel. +41 44 633 77 50  
Email: [kathrin.dellantonio@myclimate.org](mailto:kathrin.dellantonio@myclimate.org)