

MEDIA RELEASE
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GLOBAL GYPSIES TURN TOURS INTO TREES

Innovative and award-winning company Global Gypsies has become the first tour operator in Western Australia to help off-set the carbon emissions generated by its tours.

In a new partnership with WA-based Carbon Neutral, Global Gypsies will make a daily cash donation for the duration of each of its tours and will encourage their clients to do the same. The funds raised will be donated to Carbon Neutral to plant native trees in WA. With each tree costing about \$3 to plant and nurture, in one year alone the company's contributions could result in the planting of 2000 trees.

Global Gypsies runs self-drive, 4WD 'tag-along-tours' to the outback in which clients travel in convoy, as well as overseas tours to such exotic destinations as Kenya, Botswana, Zanzibar, Oman, China and Borneo.

Directors Jan Barrie and Jeremy Perks said that for some time they had been looking for a suitable environmental project which was in line with their own business goals and involved client participation. "When we came across Carbon Neutral we knew we had found the right eco-partner," they said.

"As responsible operators we believe it is important to try to offset the impact our tours may have on the environment. Carbon Neutral offered us an ideal and simple business solution. We like the fact that they operate in WA and that our donations will be used to plant native trees in our own State. This means we can help fight the salinity problem, improve air quality and help offset carbon emissions at a local level. We can even help plant the trees if we wish and then watch them grow!", said Jan and Jeremy.

Carbon Neutral is a not-for-profit organisation formed in 2001 by Men of the Trees Inc to help community and industry take responsibility for the effect of greenhouse gas emissions on the environment. Since its inception, the organisation has planted over 1,700,000 native trees, mainly in Western Australia.

Leo Kerr, CEO of Carbon Neutral, said, "Carbon off-setting is a simple and responsible way to help make our planet a greener and better place. We are delighted with Global Gypsies' involvement and congratulate them on their foresight and environmental commitment. We would like to see all 350+ tour operators in WA take similar action and encourage them - and the rest of the tourism industry - to contact us to discuss the available options."

For more information, contact Jan or Jeremy at Global Gypsies on (08) 9341-6727
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