



PRESS RELEASE

Bluewater Adventures Ltd.

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To All Media for Immediate Release

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Bluewater Adventures is the First Small Ship Company on the Southeast Alaska and British Columbia Coastline to offer Carbon Neutral Trips!

Operating world class, small ship cruises, Bluewater Adventures is demonstrating its commitment to ecological values and sustainable tourism on the Pacific coast. The company has now reduced its carbon footprint from operating trips to zero. The negative environmental impacts caused by burning fossil fuels on our small ship cruises have been offset by investing in “carbon credits” which will reduce green house gas emissions by the equivalent amount. The carbon investments fund projects that will concretely lower emissions by using new technology here along the Pacific coast.

Becoming carbon neutral was a measurable company objective. Bluewater Adventures first calculated our “carbon footprint” or our amount of green house gas emissions, by participating in the Pembina Institute and Ecotrust's Carbon Smart process. Next, we analyzed how we could reduce our impacts further. Now, Bluewater Adventures has purchased carbon off-sets for a year of operations from the company, 'Offsetters'. We are mitigating our carbon emissions by investing in Offsetters projects. As Bluewater Adventures specializes in nature tours in the Pacific Northwest we wanted to invest in local projects making a difference here. Offsetters are a local company chosen by the 2008 Eco-Tourism and Sustainable Tourism Conference as their choice for the purchase of offsets.

This is simply a first step of many for Bluewater as we seek to further reduce our emissions and contribute to a more sustainable environment on the coast. We will continue to research sustainable tourism practices and encourage other ecotour operators to join us in acting now to protect the environment.

Bluewater was just selected by National Geographic Adventure Magazine as “**One of the Best Travel Companies on Earth!**” – January 2009 www.ngadventure.com/ratings

Bluewater Adventures is based out of North Vancouver and specializes in providing clients with unforgettable wildlife experiences. We operate tours to a variety of destinations along the Alaska and British Columbia coast - Southeast Alaska, the Inside Passage, Great Bear Rainforest, Haida Gwaii (Queen Charlotte Islands) and Northern Vancouver Island. Guests get to experience incredible wildlife, Native American history and culture, and the natural history of the coast with a first class crew. Explore ashore daily with naturalists, kayak, and travel island to island. aboard the 70’ sailing yachts, The Island Roamer and The Island Odyssey, and 65’ power cruiser Snow Goose. These trips are small group tours, allowing everyone to experience the coast in an interactive style that many have referred to as the “trip of a lifetime.”

Bluewater Adventures has been operating educational and ecological cruises along the British Columbia and Alaska coast for 35 years. Owned by Randy Burke, they operate two 70 ft Ketches, named the Island Odyssey and the Island Roamer, and one 65 ft Steel Motor Vessel, named the Snow Goose. Please contact Leanne Carey – Marketing Manager for more information on this release or photo inquiries. explore@bluewateradventures.ca