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## CafePress Unveils Its First-Ever Carbon-Neutral T-Shirt in Partnership with Carbonfund.org

### Proceeds from This Special Edition T-shirt Benefit Carbonfund.org

**SAN MATEO, CA April 2, 2009** - [CafePress](#), the leader of user-generated commerce, and [Carbonfund.org](#), the nation's leading nonprofit carbon offset and climate solutions organization, today unveil a special edition carbon-neutral T-shirt in honor of Earth Day. Through this collaboration, CafePress helps spread Carbonfund.org's message to reduce carbon emissions in an earth-friendly, wearable way while giving back to the organization to further its climate efforts.

Certified CarbonFree by Carbonfund.org's Product Certification Program, the high-quality, pre-shrunk AnvilRecycled T-shirt features 69 percent pre-consumer recycled cotton. To meet Carbonfund.org's rigorous CarbonFree® certification standards, manufacturers have a life-cycle assessment of their product performed and agree to make the product carbon neutral through reductions and carbon offsets. The AnvilRecycled® T-shirt bears the eco-conscious message, "Small Feet Are Sexy. Ask me about reducing your carbon footprint." Available now for \$15 on CafePress, the proceeds from the green T-shirt benefit Carbonfund.org.



"CafePress partnered with Carbonfund.org to celebrate Earth Day, underscoring our commitment for supporting eco-conscious products," said CafePress Vice President of Marketing Amy Maniatis. "We're excited to provide our community with access to a T-shirt they can feel good about wearing while supporting environmental causes."

"Carbonfund.org is committed to making it easy and affordable for people to be aware of and reduce their climate impact," said Eric Carlson, president of Carbonfund.org. "Tapping into CafePress' expansive and passionate user community helps us spread this message and empower individuals to reduce their climate impact by supporting high-quality carbon reduction projects globally."

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#### About CafePress

CafePress is the leader in User-Generated Commerce and offers sellers turnkey e-commerce services to independently create and sell a wide variety of products, and offers buyers unique merchandise across virtually every topic. Launched in 1999, CafePress has empowered individuals, organizations and businesses to create, buy and sell customized merchandise online using the company's unique print-on-demand and e-commerce services. Today, CafePress is a growing network of over 6.5 million members who have unleashed their creativity to transform their artwork and ideas into unique gifts and new revenue streams.

For more information visit CafePress at [www.cafepress.com](http://www.cafepress.com).

**About Carbonfund.org**

Carbonfund.org is the leading nonprofit carbon offset and climate solutions organization, making it easy and affordable for individuals, businesses and organizations to reduce their climate impact. Carbon offsets enable individuals and businesses to reduce carbon dioxide emissions they are responsible for in their everyday lives by supporting third-party verified renewable energy, energy efficiency and reforestation projects where they are most cost effective. Carbonfund.org has over 400,000 individual supporters and works with over 1,000 business and nonprofit partners including Discovery, Motorola, Amtrak, Volkswagen, Dell, JetBlue, Orbitz and Staples.

Visit [www.carbonfund.org](http://www.carbonfund.org) for more information.

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