

## MEDIA RELEASE

For Immediate Release

Released: 27<sup>th</sup> April 2010

# Targa drivers target carbon emissions

**The annual Targa race has kicked off to a good start for the Tasmanian environment this year with just over 60% of entrants asked choosing to voluntarily offset their emissions for the race. This is the second year running that entrants have had the option to offset their vehicle emissions through Greening Australia in Tasmania.**

“Having over 60% of the teams voluntarily offset emissions shows great leadership in the racing industry, this figure is up from only 20% last year” said Jonathan Duddles, CEO of Greening Australia in Tasmania. “We found the drivers this year really wanted to give back to Tasmania and the work Greening Australia is doing”

As part of the relationship between Greening Australia and Targa Tasmania, the event is reducing emissions and giving back to the environment. This year the event also provided specific categories within the rally for lower emissions and alternative fuel vehicles, with the introduction of the hybrid category.

“Targa is raising awareness around the issues, reducing emissions where it can and offsetting where it can’t” Jonathan said “The industry shows a real understanding of the problem, a positive attitude and support to working on a solution”

The money raised through the offsets will be used by Greening Australia to help plant out 100 hectares of land in the Tasmanian upper Derwent Valley.

This land is in low rainfall areas (less than 500mm) and the plantings aim to reconnect existing private conservation reserves. The plantings are also part of a major joint research project funded by the Australian Research Council and the University of Tasmania.

The research will identify the most successful species mixtures to maximise carbon sequestration, the effects of early and late successional species to forest growth and the balance of above and below ground carbon sequestration during the growth.

The carbon offset cost Targa Tasmania competitors \$100 each for the six days of racing with the offset being voluntary for drivers this year. When Targa Tasmania turns 20 in 2011 the offset will be compulsory for entrants into the race.



Jim Richards and Barry Oliver proudly offset the emissions from their 2010 Porsche 911 GT3 RS

ENDS

For more information, photos or an interview contact: Lainie Grigg on 07 3902 4427 or 04 3325 2503 or email [lgrigg@greeningaustralia.org.au](mailto:lgrigg@greeningaustralia.org.au)