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## Golden Arrow retires 48 tons of carbon dioxide

LAKE PLACID - The Golden Arrow/Lakeside Resort has permanently retired 48 tons of carbon dioxide, thanks to Facebook and the Adirondack Council.

The resort agreed to retire three tons of carbon dioxide for every 25 new Facebook fans added between April 8 and Earth Day, April 22. It added 400 new fans from all over the world in that period.

The Golden Arrow worked with the Adirondack Council's Cool Park/Health Planet Carbon Retirement Program, which buys carbon credits that large power companies throughout the Northeast would otherwise be able to purchase, giving the companies the right to emit that much more.

Every year, power plants in the Northeast must purchase one "carbon allowance" for every ton they emit, as part of the federally mandated Regional Greenhouse Gas Initiative. The number of credits available at auction each year is reduced, and the Council's program allows people to quicken the pace of the reduction of emissions by buying the credits. As supply falls, the price rises, and the hope is that this will make it more affordable for power plants to reduce emissions rather than buy allowances.

"It is was a fun way to take advantage of free social media and celebrate Earth Day at the same time," Jennifer Holderied, one of the owners of the Golden Arrow, said in a prepared statement. "It is nice to see so many people on the same page when it comes to sustainability and helping the environment."

In 2007, Holderied helped launch the Green Hospitality and Tourism Council for New York State. The Golden Arrow is the only property in the U.S. to have achieved a five-Green-Leaf rating from Audubon International and the Audubon Greenleaf Eco-Rating Program. In 2008, Golden Arrow became the only hotel property ever to get the Environmental Excellence Award from the state Department of Energy and Conservation, and it got the Good Earthkeeping Award from the New York State Hospitality and Tourism Association last year.