



# Yacht Carbon Offset



## Yacht Carbon Offset News Release

25 June 2013

### Yacht Carbon Offset for Monarca Cruises in the Sea of Cortés

Monarca Cruises, the operator of the 40m passenger ship *Pacific Monarch*, is today launching its 2013 cruising program in the pristine Sea of Cortés. The company's strategy is focused on sustainability, so it has established a policy to offset the vessel's greenhouse gas impact with Yacht Carbon Offset.

Attracting adventurous families, corporate and team-building groups, and others fascinated by the breathtaking flora, fauna and scenery in the Sea of Cortés, Monarca Cruises is dedicated to achieving a unique expedition experience. *Pacific Monarch*, a 40m (130ft) small passenger ship that can accommodate 40 guests, is herself re-launched this spring following a comprehensive refit. As a vessel registered in Mexico she can offer cruises throughout the year.

Monarca Cruises' President Pablo Gottfried said: *"Our operations are guided by a strict respect for the safety of our passengers and our environment. We work with local and international organizations that are dedicated to the understanding and conservation of the Sea of Cortés' unique ecosystems. We believe in sustainability, and aim to guide our operations by its principles. Our decision to work with Yacht Carbon Offset is just one example of how we put this principle of sustainability into practice aboard Pacific Monarch."*

Yacht Carbon Offset's Managing Director Mark Robinson said: *"We are delighted that Monarca Cruises has selected Yacht Carbon Offset, as Pacific Monarch takes to the seas again after her refit. To balance the emissions of her engines, we allocate equivalent greenhouse gas reductions that have been achieved by a verified project. On this occasion, we were pleased to select a renewable energy project in Mexico, responding to Monarca Cruises' specific requirements. We wish the team success, and all those on board a fabulous season of exploration and enjoyment."*

Yacht Carbon Offset provides a fully-documented service for those that cruise in luxury in the world's most beautiful destinations, and has Lloyds Register Quality Assurance Certification. For details, visit [www.yachtcarbonoffset.com](http://www.yachtcarbonoffset.com)

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## Notes for editors:

### Monarca Cruises

Monarca Cruises' team is captivated by the beauty of the Sea of Cortés, and motivated to share it with their passengers. Guided by a concern for the Sea's well-being, the company offers expedition programs focused on amazing journeys of discovery in this spectacular setting.

Island-hopping through pristine marine environments, guests will feel connected with nature through walks, kayaking, snorkeling and zodiac boat excursions. On board *Pacific Monarch*, guests will be treated to delicious food, relaxing afternoons, enchanted evenings and incredible starry nights.

The company believes in respect, integrity, safety, non-discrimination, sustainability, conservation of the environment and collaboration with groups interested in the understanding and health of our seas, in particular, The Sea of Cortés

### Pacific Monarch

*Pacific Monarch* is a 130 ft (40m) Passenger Ship accommodating 40 guests overnight or up to 130 guests for a daytime cruise. She was built in 1971 and benefits from a full renovation of interiors and exteriors that was finished in March 2013.



For further information, visit [www.monarcacruises.com](http://www.monarcacruises.com)

### Yacht Carbon Offset

Yacht Carbon Offset provides a clear, auditable way to counteract the carbon footprint of a vessel's engines and generators. Tonne for tonne, the vessel's emissions are offset by equivalent greenhouse gas reductions from projects such as renewable power. Each project depends on the carbon funding, and Yacht Carbon Offset has Lloyds Register Quality Assurance Certification, so Clients know that their action makes a real impact on net emissions.

The "pay as you go" service is calculated from the fuel quantities specified, whether a single passage or for the whole season's cruising. There's no onboard equipment and there is no long term obligation for the owner.

Carbon Offsetting is of potential interest to owners or charterers wishing to take practical steps to minimise environmental impact, and also may be welcomed by prominent individuals or businesses that carefully position their "brand". It is particularly relevant when cruising in environmentally sensitive areas.

Further details are available on [www.yachtcarbonoffset.com](http://www.yachtcarbonoffset.com)