



Draft #1

MEDIA RELEASE

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**GREENTOMATOCARS GETS CLOSE TO THE ARCTIC AND MAKES ITS FIRST FORAY TO THE CAPITAL**  
International Ice Bear Team and Business Leaders Enjoy Superior Service with Low Carbon Footprint  
in Sydney and Canberra

Sydney: A ten tonne ice sculpture of a polar bear received the support of Sydney's premier environmental car hire service when it visited the city for World Environment Day. UK-based sculptor Mark Coreth and his team travelled with Greentomatocars during their visit to Sydney for the Ice Bear Project, raising awareness of the human impact of climate change.

Greentomatocars' hybrid fleet provided Mark Coreth and his Ice Bear Project team with travel to media engagements and transport from Customs House Square, Circular Quay, where the giant melting ice sculpture stood for a week from Friday 3 June.

Sydney Ice Bear was the sixth stop on the Ice Bear's world tour, having appeared previously in London, Copenhagen, Toronto, Montreal and Manchester.

"Ice Bear is a metaphor for impact of humans on the environment. When you touch the bear, you can feel that ice melting under your hand. Hard touch, big impact. Light touch, minimal impact. Greentomatocars supports this message by offering a fantastic service with a small environmental impact," Mark Coreth said.

Canberra: Greentomatocars also recently ventured to Canberra for the 12<sup>th</sup> National Business Leaders Forum on Sustainable Development. Business leaders from Australia and overseas enjoyed travel with the car service to and from Parliament House, where the 12<sup>th</sup> annual Forum took place on 16-17 June.

"The theme of this year's Forum is Business Leadership in the New Global Innovation Economy: the race is on. Greentomatocars is one business showing real leadership in providing this unique service as a real way for companies and individuals to reduce their carbon emissions," Molly Harriss Olson, convenor of the Forum said.

"Greentomatocars is committed to helping organisations and businesses reduce their carbon footprint and we are delighted to support Sydney Ice Bear and the National Business Leaders Forum with their messages to the public and the business community to do the same," Ashan Ponnusamy, General Manager, Greentomatocars said.

Launched in 2008, Greentomatocars operates a fleet of Toyota Prius hybrid cars offering a low carbon alternative to traditional hire car services. Carbon emissions from the fleet are 60% lower than standard petrol and LPG vehicles and Greentomatocars also double offsets its emissions with Carbon Clear.

More information about Greentomatocars is available at [www.greentomatocars.com.au](http://www.greentomatocars.com.au).  
See more information about The Ice Bear Project at <http://www.icebearproject.org/> and the National Business Leaders Forum for Sustainable Development at <http://nblf.com.au/>  
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**Images attached:**

Greentomatocars with Mark Coreth, Ice Bear Project at Customs House Square, Sydney  
Greentomatocars driver Chris Shadforth at Parliament House, Canberra