

Contact:
Ashley Day
Journal Rights & Circulation
630-590-7771
aday@rsna.org

For Immediate Release

RSNA[®] teams with Carbonfootprint.com to support sustainable publishing

Helps readers offset print journal CO₂ impact on the environment.

(OAK BROOK, Ill.) September 20, 2010 – The Radiological Society of North America (RSNA) has united with Carbon Footprint Ltd., a leading international carbon management company, to help journal readers offset the amount of CO₂ it takes to produce subscriptions of *Radiology* and *RadioGraphics*.

This partnership coincides with RSNA's ongoing effort to become more environmentally conscious and create sustainable publishing.

Carbon offsetting provides a way to compensate for carbon emissions by funding an equivalent carbon dioxide savings in another location globally, to make activities carbon neutral.

Access to the site can be obtained by clicking on:

<http://www.carbonfootprint.com/offset.aspx?o=0.3&a=RSNA&r=RснаOffset>.

To offset 0.3 tonnes of CO₂—the approximate amount it takes to create an individual yearly print subscription (including printing and mailing) of the journals—RSNA and Carbonfootprint.com provides a choice to pledge towards a range of different carbon offsetting programs, including projects which provide both environmental and humanitarian benefits, across global locations including Africa and the Americas.

This recent collaboration is just one of the many efforts by RSNA to better support the environment. The 1996 construction of the Society's headquarters building was spearheaded by a LEED-certified (Leadership in Energy and Environmental Design) architect. As a result, the building was created with environmentally friendly features such as sediment/erosion control, public transportation access, storm water management, light pollution reduction and minimum energy performance.

RSNA is also committed to hosting one of the greenest and cleanest trade shows in the industry. Some of the RSNA Annual Meeting's many green initiatives include offering all print publications made with soy-based ink and recycled paper, meeting bags made from recycled materials, and stationing recycling receptacles for paper, bottles, cans and general waste around the convention.

For more information about RSNA's journals, *Radiology* and *RadioGraphics*, visit RSNA.org/journals.

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RSNA® is an association of more than 44,000 radiologists, radiation oncologists, medical physicists and related scientists committed to excellence in patient care through education and research. The Society is based in Oak Brook, Ill. (RSNA.org)