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MEDIA RELEASE

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Banrock Station wine consumers invited to plant the 'Banrock forest'

Leading eco wine brand Banrock Station has announced a new partnership with Carbon Conscious Ltd to plant up to 10,000 trees as part of the 'Banrock Station Plant A Tree' carbon offset initiative.

Banrock Station has long been recognised for both its generous full flavoured wines and ongoing commitment to environmental initiatives at home and around the world.

In this latest exciting initiative, wine consumers are invited to plant a virtual tree anywhere in the world along with a personalised message. Customers simply register their purchase of any Banrock Station wine at www.banrockstation.com.au/plantatree, choose their location and let the forest grow.

For every virtual tree planted by consumers on the website, Carbon Conscious Ltd will plant the equivalent number of trees on less viable agricultural land in the wheatbelt region of Western Australia, up to 10,000 trees in total.

Peter Balsarini, Chief Executive Officer for Carbon Conscious Ltd, has welcomed the partnership.

'It is anticipated 2,000 tonnes of CO₂-e will be stored from the Banrock Station Plant a Tree initiative.'

'These trees will be permanently established, assisting to reduce the salinity of the land and resist wind erosion.'

'We are thrilled to have the support of this recognised global wine brand, Banrock Station, in our fight against climate change.'

Kate Thorn is the Conservation & Wetland Manager at Banrock Station's Riverland property, which is the heart of Banrock's commitment to restoring and protecting Australia's natural state.

'Banrock Station's founding philosophy commenced with the rehabilitation of our Riverland site from the severely degraded land it once was to the now healthy wetland and woodlands area', she said.

'Banrock Station has a long commitment towards conservation projects, and is proud to have supported more than 90 projects in 13 countries around the world.'

Launch of the Banrock Station 'Plant A Tree' initiative coincides with the global rollout of Banrock Station's fine wines in new lightweight glass bottles, which offer a weight reduction of 27% along with substantial reductions in energy use, carbon dioxide and water use.

Situated in the heart of the Riverland, the Banrock Station Wine and Wetland Centre overlooks vineyards and panoramic wetlands, and is the perfect place to relax and enjoy an outstanding wine, food and nature experience. Banrock Station's climate is ideal for producing generous fruit driven, innovative wine styles, with the newest Mediterranean Collection of wines available exclusively from cellar door.

Carbon Conscious has Abatement Provider status under the Commonwealth Government's Greenhouse Friendly™ Program for its forest sink Carbon Capture Program™. The approved Abatement Provider status certifies Carbon Conscious' business model of supplying low cost accredited carbon credits to Australian companies expected to have mandatory liabilities under the upcoming CPRS. Carbon Conscious also assists businesses and individuals seeking to offset their carbon emission footprints in the voluntary market.

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