

Source: Price Carbon Campaign [www.pricingcarbon.org](http://www.pricingcarbon.org)  
MEDIA ALERT and INVITE TO COVER for November 19-21, 2010  
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## National Conference to Highlight Carbon Pricing / Carbon Tax as a Superior and Viable Climate Policy Option

### WHAT?

The [Pricing Carbon Conference](#), a national conference on climate policy and carbon emissions pricing to be held at Wesleyan University this month and attended by over 400 subscribers, will highlight the re-emergence of a revenue-neutral carbon tax as the most effective and economically viable way to lower greenhouse gas emissions, and in the wake of the midterm election, a realistic medium-term policy goal for the United States.

The conference features keynote speakers climatologist **Dr. James Hansen** and 350.org founder **Bill McKibben**, diverse members of Congress who support a carbon pricing mechanism, environmental advocates, economists, business leaders, policy experts and others. Despite or perhaps because of the failure of cap-and-trade and energy bills in the U.S. Congress, carbon tax is gaining support as a superior alternative. Leading economists continue to advocate it as the [best way to fight global warming](#). Recently a top UN panel issued a report [calling for a carbon tax](#) on transport emissions. In the U.S., a carbon tax has re-emerged in political debate as [a far-reaching deficit reduction measure](#), though the Pricing Carbon organizers favor a revenue-neutral approach which would offset higher energy costs for consumers, create jobs and avoid larger bureaucracy by using carbon tax revenues to cut payroll taxes and/or finance direct rebates in the form of "green checks" to households.

As **Al Gore** [recently wrote](#) of the Pricing Carbon Conference: "After a year marked by ever-more alarming and ominous signs of climate crisis, and policymakers in Washington and on the international stage mired in gridlock...that you have picked this moment to seek a consensus...for a carbon pricing mechanism that is effective, equitable and politically viable is encouraging and commendable." **Journalists and bloggers are invited to attend and cover, and key presenters are also available for phone interviews during the event.**

### WHO?

The Pricing Carbon Conference is hosted by the [Wesleyan University College of the Environment](#) and the [Price Carbon Campaign](#), and co-sponsored by the [Climate Crisis Coalition](#), the [Carbon Tax Center](#), [Progressive Democrats of America](#), [Citizens Climate Lobby](#), the [Future 500](#), and [Students for a Just and Stable Future](#). A few of the dozens of experts available for interviews are listed below. A full list of presenters with links to bios is posted [here](#).

- **Bill McKibben** -- founder of 350.org
- **Dr. James Hansen** -- climate scientist
- **Rep. John Larson** (D, CT) -- Democratic Caucus Chair
- **Rep. Bob Inglis** (R, SC)
- **Rep. Bob Filner** (D, CA)
- **Rep. Jim McDermott** (D, WA)
- **Bill Shireman** -- president and CEO, Future 500
- **Dr. Elaine C. Kamarck** -- U.S. Climate Task Force / Harvard University
- **Dr. Brent Blackwelder** -- president emeritus, Friends of the Earth
- **Peter Barnes** -- originator of Sky Trust and "cap-and-dividend" advocate
- **Dr. Gary Yohe** -- Wesleyan professor of economics, UNIPCC presenter
- **Charles Komanoff**, director, Carbon Tax Center

### WHEN & WHERE?

The Pricing Carbon Conference takes place November 19-21 on the campus of Wesleyan University in Middletown, Connecticut. The full conference schedule of presentations and panels is [here](#). For journalists not attending in person, key presenters will be available by phone in a group Q&A for journalists 12:30pm-1:30pm on Saturday, November 20, and individually at other times. To arrange in-person or phone interviews, please contact Stephen Kent, on site cell# 914-589-5988, [skent@kentcom.com](mailto:skent@kentcom.com)

*FOR MORE INFORMATION OR TO ARRANGE COVERAGE, CALL 914-589-5988*