



**FOR IMMEDIATE RELEASE**

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## **JOCO CRUISE PARTNERS WITH CARBON DIRECT**

*Charter Cruise Event Targets Net-zero Emissions with “Carbon Roadmap”*

JoCo Cruise is proud to announce it has selected Carbon Direct to help achieve its [Carbon Roadmap](#) goals. JoCo Cruise adopted its Carbon Roadmap in 2019 to help target net-zero emissions, and to work to neutralize the annual charter cruise event’s environmental impact.

Through Carbon Direct, JoCo Cruise has purchased credits generated from two projects: TIST Agroforestry and ICICO Improved Forest Management. These credits will be applied to the JoCo Cruise 2023 event, which sails out of Fort Lauderdale on Sunday, March 5, 2023.

“Our partnership with Carbon Direct is the next step in enabling JoCo Cruise to meet its Carbon Roadmap commitment to the environment, to ethical and equitable carbon removal methods, and to providing a carbon neutral cruise voyage that is also a heck of a good time!” said JoCo Cruise COO Drew Westphal. “Thanks to Carbon Direct, we don’t need to be experts in selecting removal methods that meet rigorous scientific and ethical standards. Through them we have access to vetted, high-quality projects that help us reduce our carbon impact. This is important because options for abating maritime transportation emissions are currently limited and expensive.”

“JoCo has always been about providing a unique, innovative community experience,” said Dr. Julio Friedmann, Chief Scientist at Carbon Direct. “With their Carbon Roadmap initiative they are taking that experience to the next level, bringing climate stewardship into the fold of their ethos and mission. Carbon Direct is proud to partner with JoCo to deliver climate impact.”

For additional information about JoCo Cruise’s Carbon Roadmap, visit [jococruise.com/carbon/](http://jococruise.com/carbon/)

To learn more about Carbon Direct, visit [www.carbon-direct.com](http://www.carbon-direct.com). To learn more about curated carbon removal credits, visit [www.carbon-direct.com/portfolios](http://www.carbon-direct.com/portfolios).

### **ABOUT JOCO CRUISE**

*JoCo Cruise is an annual full-ship charter, seven night cruise that features music, comedy, and other performances and events from Jonathan Coulton and friends. Since the first JoCo Cruise sailed in 2011, it’s become a popular vacation choice for technophiles, tabletop gamers, and creative-minded people of all stripes. JoCo Cruise 2023 departs from Fort Lauderdale on Sunday, March 5, 2023 and returns Sunday, March 12, 2023.*