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## **Viridian Energy Supports Responsible Natural Gas Development with Selection of Equitable Origin as Fund Recipient**

*Funding will help identify and incentivize responsible social and environmental practices at North American natural gas development sites*

NEW YORK (September 11, 2015) – [Viridian](#) Energy, a leading provider of affordable responsible energy, today announced that it has joined forces with nonprofit standards and certification organization [Equitable Origin](#) (EO) to promote more responsible natural gas development in North America.

Through its Simply Right Natural Gas Fund, Viridian will support Equitable Origin's outreach efforts in communities affected by shale gas development in the U.S. and Canada, as well as work to issue [social and environmental performance standards](#) for natural gas development sites.

"We are honored to receive this funding from Viridian, and we are eager to put it to good use," EO's Chief Executive Officer [Soledad Mills](#) explained. "It is extremely encouraging to encounter an energy retailer that shares our organization's values and dedication to responsible natural gas production."

EO's Community Consultation Workshops bring together community members who have felt the direct effects of natural gas development. At the workshops, stakeholders share their experiences and offer feedback that is used to ensure EO's standards are effective, fair, and accurately reflect the interests and concerns of impacted people and environments.

"Viridian is proud to contribute to Equitable Origin's efforts to create a more transparent, accountable and environmentally responsible natural gas industry through their groundbreaking standards. We are pleased to support EO as they bring industry leadership and expand their work to the United States." said Cami Boehme, Chief Strategy Officer at Viridian.

Viridian's Simply Right Natural Gas Fund was created to mitigate the social and environmental effects of natural gas extraction and delivery. Viridian makes contributions to the fund based on the usage of its Simply Right responsible natural gas products.

### **About Viridian Energy**

Founded with the vision of empowering consumers to be part of a significant, collective environmental impact by choosing Viridian ([www.viridian.com](http://www.viridian.com)) as their energy provider, this socially responsible company connects with customers through a vibrant network of Independent Viridian Associates. Committed to sustainability, community action and global initiatives, Viridian Energy offers affordable electricity that is more than 50% renewable, natural gas with carbon offsets to mitigate usage and residential solar power to a range of customers in 16 markets throughout the U.S. Viridian Energy is part of the Crius Energy (TSX:KWH.UN) family of best-in-class energy brands which also includes: Comcast Energy Rewards, Cincinnati Bell Energy, FairPoint Energy, TriEagle Energy, Public Power and Citra Solar. Learn more at [www.criusenergy.com](http://www.criusenergy.com).

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***About Equitable Origin***

*Equitable Origin ([www.equitableorigin.com](http://www.equitableorigin.com)) is an innovative stakeholder-based certification system for the energy industry that promotes higher social and environmental standards, greater transparency, and more accountability in energy development operations. Equitable Origin is located in New York City and Bogota, Colombia.*

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