



Photo courtesy: [ATTA](#) & [Hassen Salum](#)

Greetings Airrows!

Once in a while an offer too good to pass up comes along. For Tomorrow's Air, that offer was the chance to join forces with climate platform, Wren. Yes, you read that right, Tomorrow's Air has been acquired by the good people at [Wren](#)! Read on to learn more about this impressive team and what it means for the Tomorrow's Air community.

Broad Portfolio of Innovative Climate Solutions

Like Tomorrow's Air, the team at Wren got started with a vision of mobilizing a global collective to support climate solutions that bring real, positive impact. Wren is a [public benefit corporation](#) whose services help individuals and companies support climate projects around the world, from the cutting edge solutions Tomorrow's Air was purely focused on like [enhanced rock weathering](#), to well known solutions like [forest management](#) or promoting [clean cookstoves](#). [Learn more about Wren's project portfolio](#).



Photo courtesy: ATTA / Rupert Shanks

Tax-Deductible Charitable Contributions

Wren has pioneered the first non-profit climate portfolio that funds carbon removal, ecosystem restoration, climate policy, and more. Wren is a 1% For The Planet® partner, and donations can count toward your company's certification. This in particular had been a sore spot for Tomorrow's Air and I'm so glad to have this solved! Whereas Tomorrow's Air was a 1% for the Planet partner through our parent, the Adventure Travel Trade Association, it was not possible for our partners' contributions to count toward their 1% for the Planet certification. If this is something important to your travel company, now's the time to check in and get this organized!

API Integrations With Great ROI

As a climate-focused initiative embedded at the Adventure Travel Trade Association, Tomorrow's Air and our travel company partners enjoyed many benefits, but technical ease was never one of them. I was stuck with a largely manual back office, and as a part of Wren, this too is resolved. Not only that, we can now offer Wren's API Integrations service to our partners - this will allow you to programmatically support the climate portfolio of your choice every time you book a trip. One of their customers, [Jameo](#), saw a 20% increase in customer retention and an overall 40x return on investment after implementing Wren as part of their sustainability strategy.

Before You Go

Please have a look at [this video](#) from Tomorrow's Air ambassador Ketti Wilhelm of Tilted Map and Ted Martens of Natural Habitat Adventures. Filmed at Red Rocks Park in Colorado, this piece is a fun showcase for new climate solutions and the pioneering travel companies that support them.



Tomorrow's Air ambassador Ketti Wilhelm of Tilted Map and Ted Martens of Natural Habitat Adventures

Let's Stay Together!

So many people in the adventure travel community helped breathe life into Tomorrow's Air, and our collective leadership provided funding for carbon removal and brought new information about climate solutions to thousands of travelers.

I'm thrilled to be joining a team that has the expertise and resources to take this mission further. I hope you'll stay with me! Continue to follow us via [Instagram](#), [Facebook](#) and [LinkedIn](#), and [sign up here](#) to be on our new mailing list.

Onward!

Christina Beckmann

