

“Green” Hotels Association®

P. O. Box 420212, Houston, TX 77242-0212  Fax 713/789-9786  713/789-8889
<http://www.greenhotels.com>, e-mail: green@greenhotels.com

PRESS RELEASE

Contact: Patricia Griffin, 713/789-8889

SAVE 50 CENTS PER DAY PER ROOM?

September 7, 1993, Houston, Texas - It's possible for a hotel to save approximately 50 cents per day per occupied room* on laundry and toweling costs by using a simple towel rack hanger being offered by the “Green” Hotels Association. It encourages guests to use towels more than once, and says “Please decide for yourself. Towels on the towel rack mean “I'll use it several times”. Towels on the floor mean “please exchange”.”

“Asking guests to consider using towels more than once is a win, win, win situation for hotels!”, says Cornell University Professor Robert Chase. “The first win is an economic one—savings on water, electricity and gas, detergents, toweling and labor. The second win is a laudable one—taking a commendable and praiseworthy step on the part of the hotel. The third win is for our environment—really doing something to save our planet!”

“This simple recycled-paper towel rack hanger will save money, towels, tons of detergent, millions of gallons of water, utilities, labor, as well as our environment!,” says Patricia Griffin, President of “Green” Hotels Association, “and guests have been most enthusiastic about it”.

Because hotels are extremely large-volume users of water, detergents, cleansers and other solutions detrimental to our habitat, hotel management must be especially conscious of the impact on our life resources. Hotel management can make an important change by asking guests to accept responsibility in this cycle by being conservationists during hotel stays.

Almost none of us wash towels after one use or change sheets every day at home, and guests must understand what that frivolous waste at a hotel does to our planet. Most hotels are ready to make these changes if guests will accept them. So, it's a matter of changing guests' mind-set, and asking guests to help hotels make this transition.

Though environmental-awareness ideas within the hotel industry are innovative in the United States, they have been successful in Europe for some time. Eleven hotel chains with a million rooms have promised to put into practice a voluntary code of ethics for hotel management relating to the environment.

The hanger is currently available with one side in English and the other in Spanish, French, German or Italian. Customized versions, other languages and quantity prices are available on request.

A free sample of the hanger is available by calling, faxing or writing “Green” Hotels Association, P. O. Box 420212, Houston, TX 77242-0212, Phone 713/789-8889, Fax 713/789-9786. The hanger is available at a prepaid cost of \$35 per hundred or \$175 per thousand including postage and handling.

Committed to encouraging, promoting and supporting ecological consciousness in the hospitality industry.

Save money, laundry expenses, and become GREEN by placing these towel rack hangers in your guest rooms!