

“Green” Hotels Association®

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PRESS RELEASE

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CELEBRATE EARTH DAY!

January 24, 1994, Houston, Texas - 1994's Earth Day on April 22 is the 24th anniversary of Earth Day! Patricia Griffin, President of “Green” Hotels Association® says, “Hotels will want to know that this year's theme is “The Time is Now.” “Let's make a special effort to make ‘world-class’ changes during 1994 in preparation for 1995's 25th anniversary,” she adds.

Hotels have a major impact on our environment through water usage, energy consumed and waste dumped, and must take responsibility for this usage. One way to show management's environmental consciousness is for your establishment to celebrate Earth Day 1994. Here are ten suggestions:

1. Start recycling now—in your offices, guest rooms and restaurants. You won't be paying to send those cans, bottles, etc. to the dump.
2. Have a plumber check every water outlet on your facility for leaks. Install water conservation appliances such as toilet dams, aerators and low-flow showerheads and low-flow toilets. You'll reduce your water bill.
3. Buy recycled items—we must help complete the cycle. Boycott polluting companies.
4. Restaurants should offer Chinese-food paper cartons and paper cups rather than foam for takeout foods.
5. Offer an incentive to encourage employees to use public transportation, carpool, bike or walk to work—perhaps 4 extra vacation hours each quarter or a transportation allowance.
6. Offer shampoo, conditioner and soap from bulk dispensers—do your part to stop the hotel industry from putting millions of little plastic bottles into our waste stream.
7. Use natural rather than toxic chemical cleansers—it's healthier for your employees and your guests. Vinegar cuts through mildew, stains and wax. Baking soda cleans, deodorizes, polishes, removes stains and softens fabrics.
8. Try alternative or less frequent use of pesticides on lawns and inside buildings. Boric acid provides substantial control of cockroaches and fleas.
9. Plant trees and/or offer them to your guests. Contact the American Forests Global ReLeaf Program, P. O. Box 2000, Washington, DC 20013, 202/667-3300, Fax 202/667-7751

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

for information on who to contact in your state forestry program. For information on starting a Free Tree Project in your area, contact American Free Tree Program, Inc., P. O. Box 9079, Canton, OH 44711, 216/492-2387, Fax 216/492-3052.

10. Put a "Take the Earth Day Pledge" poster in your lobby where guests and employees can write their resolutions. Ask guests to make suggestions for your hotel.

Any person or organization can write or call Earth Day, 2 Elm Street, P. O. Box 470, Peterborough, NH 03458, 603/924-7720, Fax 603/924-7855 to make a contribution or to order an Earth Day Information Kit.

"Your suggestions of ways the hotel industry can celebrate Earth Day in the future may be sent to Green Hotels Association®, P. O. Box 420212, Houston, TX 77242-0212, 713/789-8889 or Fax 713/789-9786 for sharing with other hotels," says Patty Griffin. "Green" Hotels Association® offers towel-rack hangers, sheet-changing cards, recycling decals and other items to hotels which save water, energy, labor, detergents, utilities, linens and money. Make a tangible, measurable, demonstrable change for the better. Commit to making every day Earth Day!