

# “Green” Hotels Association®

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## PRESS RELEASE

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### **WANTED: CHARTER MEMBERS for “Green” Hotels Association**

August 15, 1995, Houston, Texas - “Green” Hotels Association is now seeking environmentally-aware hoteliers who, as leaders in the industry, want to become Charter Members of “Green” Hotels Association. The first 100 hotelier members will qualify as Charter Members, and their properties will forever be distinguished as landmarks within the lodging industry's ecological history.

“The hotel industry has become increasingly conscious of waste reduction strategies, including several that focus on reuse. It is one of the few business sectors to actually band together around an environmental platform, which is promoted by “Green” Hotels Association”, says Nikki and David Goldbeck in their recently-published Choose to Reuse, a Book-of-the-Month-Club choice. The lodging industry has reason to be extremely proud of its leadership position in the business world by committing to work together to help save our planet.

“We urge all hoteliers to “green up” with small good-practice measures such as serving drinking water on request only as well as with major renovations to all-fluorescent lighting and by every measure in between. Owners, managers and executive housekeepers do not have time to search out all of the water, energy and land-saving strategies, so “Green” Hotels Association is devoted to assisting the lodging industry by providing that service”, says Patricia Griffin, President. “We are extremely proud of the earth-saving ideas, suggestions and tactics that our Membership Guidelines and Ideas encompass”, Patricia continues.

Some of the membership benefits are: Notifies guests of strong concern for our planet. Praise from ecologically-sensitive guests for awareness. Money-saving environmental products and services offered. Co-op buying of ecological products. Shared information on Earth-saving ideas. “Green” Hotels Association flags for pole and front desk to show awareness. A comprehensive list of conservation ideas and guidelines is offered free to members. “Green” Hotels Association membership fees are \$1 per guestroom per year with a minimum fee of \$50 and a maximum fee of \$500. Early members include Charter Members Loews Anatole Dallas (1,620 rooms) and the Hyatt Regency Maui (a AAA Five-Diamond property).

Free copies of membership information along with the “Catalog of Environmental Products for the Lodging Industry” are available to hoteliers from the “Green” Hotels Association, P. O. Box 420212, Houston, TX 77242-0212, Fax 713/789-9786, Voice 713/789-8889. We encourage, support and promote ecological consciousness in the hospitality industry. Save money, water, energy, and become GREEN by getting your property involved in the “green” environmental movement within the lodging industry starting TODAY!

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