

“Green” Hotels Association®

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PRESS RELEASE

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“GREEN” HOTELS ASSOCIATION® RECEIVES THE TRAVEL COUNCIL OF THE WORLD'S ENVIRONMENTAL “E” AWARD

January 10, 1996, Houston, Texas - The Executive Board of The Travel Council of the World announced the awarding of the coveted “E” for Excellence Environmental Award to the “Green” Hotels Association® based in Houston, Texas.

The award honors private and public endeavors to promote environmentally responsible travel. Over the past twenty years, award winners have ranged from Conde' Nast's *Traveler* magazine to the Queen of England. Mr. Tom Florio, at that time publisher of *Traveler*, called it a “great honor to be recognized by some of the greatest leaders in the travel industry”.

Internationally famous travel environmentalist Mr. James M. Beasley chairs the council, and expressed his hope that the fine work of the “Green” Hotels Association® will spawn greater awareness and participation in elective environmental programs throughout the hotel industry, not only in America but abroad. Patricia Griffin, president of the “Green” Hotels Association®, which urges hotels across the country to offer their guests “environmental choices”, graciously accepted the award in the hope that “it will encourage environmental endeavors to become an integral part of the travel experience”.

The Travel Council of the World is the leading international membership organization that promotes environmentally responsible travel. The Council is dedicated to the preservation of the environment, the promotion of environmental travel responsibility, non-discrimination and environmental safety. The Council, founded in 1976, is non-profit, and through communications and publications both domestic and foreign, supplies information to the world of travel on matters of concern to the industry and, most importantly, to those who travel or book travel on behalf of others.

“Green” Hotels Association® encourages, supports and promotes ecological consciousness in the hospitality industry through its trade association and it's “Catalog of Environmental Products for the Lodging Industry”. Because general managers, chief engineers and executive housekeepers generally do not have time to seek out all the ideas and suggestions for conserving water and energy and reducing solid waste, “Green” Hotels Association® has devoted itself to that task.

Patricia continues, “We are thrilled and honored to accept this award for our members, who are leaders in the environmental transition within the hospitality industry for committing to the greening of their properties. We ask all travelers, travel agents, tour guides, meeting and convention planners interested in protecting our beautiful planet to choose “Green” hotels when placing their hospitality dollars—we can MAKE A DIFFERENCE!” For a list of “Green” hotels, write “Green” Hotels Association®, P. O. Box 420212, Houston, TX 77242-0212.