



"Green" Hotels Association®

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PRESS RELEASE

Contact: Patricia Griffin, 713/789-8889

HOTEL GUESTS CAN DECIDE WHEN LINENS ARE CHANGED

January 29, 1996, Houston, Texas: "Green" Hotels Association® is offering travelers a NEW set of linen cards which can be used to let hotel management know that changing linens every day is not necessary. By using these cards, travelers can now effectively participate in the "greening" of the lodging industry.

Must we have towels and sheets changed every day during hotel stays? Few of us change our linens every day at home. Why should we be so wasteful when we are staying at a hotel?

"Hotels all over the world use millions of gallons of water and tons of detergent washing linens that have been used only once", says Patricia Griffin, President of "Green" Hotels Association®. "Because of this waste, hotels have a huge impact on our environment and on our planet", she continues. Travelers can MAKE A DIFFERENCE by letting hotel management know that they want hotels to conserve and that the traveler wants to participate.

"Green" Hotels Association®'s set of linen cards are addressed from the guest to the housekeeper. The set of two cards—one for towels and one for sheets—plus a letter to hotel management are packaged in a reclosable plastic bag for ease of packing and reusing. Each linen card has translations into Spanish, French, German and Japanese on the reverse for worldwide use. The letter to hotel management lets the front desk and management know that the guest wishes to be allowed to decide when linens will be changed.

For fear of insulting even ONE guest, most hoteliers are very hesitant to make any changes that affect their guests. Travelers' participation will help management make decisions that are "greener". Guests should let hoteliers know that we want all lodging establishments to conserve, and that we want to participate in that conservation. Lodging management will respond to guests' wishes.



The linen cards save hotels water, energy, detergent, labor, wear and tear on equipment and wear and tear on linens. Residue from using tons of detergent is kept out of our waterways. A reader's poll in a recent National Geographic Traveler concerning linen cards resulted in an overwhelming majority responding that they would be willing to save water and energy by reusing towels and sheets during a hotel stay.

"Green" Hotels Association® encourages, supports and promotes ecological consciousness in the hospitality industry through its trade association and its "Catalog of Environmental Products for the Lodging Industry". Because general managers, executive housekeepers and chief engineers generally do not have time to seek out the many ways to conserve water and energy, "Green" Hotels Association has devoted itself to that important task.

A perfect gift for any traveler, the set of two linen cards along with a letter to management may be obtained by sending a \$3.50 check or money order to "Green" Hotels Association®, P. O. Box 420212, Houston, TX 77242-0212.

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Dear Traveler:

Wouldn't you like to find another way to help our environment? “Green” Hotels Association® offers you a way to do just that! Our

HOTEL GUEST TOWEL AND SHEET CARD

Sets allow travelers to decide when their hotel linens will be changed. By using these simple recycled-paper cards, you can encourage the greening of the lodging industry and help save our planet.

- ◇ Saves water, electricity, gas and all energy resources
- ◆ Reduces residue washed into our rivers, lakes and all waterways
- ◆ Impresses Mother Earth with this praiseworthy, laudable action

With more and more awareness of environmental issues, lodging establishments are sure to appreciate your making this effort to help. These cards give each traveler a choice in this matter. Our attractive towel and sheet cards:

- ◆ Ask hoteliers to allow guests to use towels more than once and not have sheets changed every day
- ◆ Feature English on side one; Spanish, French, German and Japanese on side two
- ◆ Are printed in dark green ink on heavy recycled stock
- ◆ Announce hotel guests' environmental awareness

“Green” Hotels Association® is offering you an **Early Bird Special**. ORDER NOW AND HELP PROTECT OUR ENVIRONMENT!*

- ◆ Hotel Guests' Towel and Sheet Card Sets:
Cost: 1-11.....\$3.50/set 12-99.....\$2.50/set 100+.....\$2/set
- ◆ Call re customization

*Add 8.25% Texas Sales Tax if order is to be shipped within Texas and is not for resale

Thinking “green,”

Patricia Griffin, President

RECYCLE! Please pass this information on to a friend.

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