

“Green” Hotels Association®

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PRESS RELEASE

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CELEBRATE EARTH DAY '96

February 1, 1996, Houston, Texas - Earth Day '96 is coming soon—as usual, on April 22. Prepare now to celebrate by accomplishing something special for our world, other people, our communities, our properties, our employees and for guests. Here are some ideas offered by "Green" Hotels Association® to celebrate Earth Day '96:

For Our World: Toilet Paper and Baby Birds: The Lindsay Museum in California is the largest and oldest wildlife rehabilitator in the world. They rehabilitate and release 7 to 10 thousand injured and orphaned animals each year. Laurel Anderson of The Lindsay Museum said, "When the birds are nesting, thousands of baby birds fall from their nests, and we help them through the critical period. Each baby bird is placed on a pad of wadded toilet paper in a margarine dish. The paper must be changed several times each day to keep the babies clean." The Lindsay Museum's tight finances could be spent on saving more animals if hotels would send leftover toilet paper rolls that have been removed from guest rooms. You may send leftover toilet paper to Susan Heckly, Wildlife Director, The Lindsay Museum, 1931 First Avenue, Walnut Creek, CA 94596, 510/935-1978, Fax 510/935-8015.

For Others: Eyeglasses in Lost and Found: Eyeglasses that have been left in your Lost and Found Department too long can be used by someone else. After all reasonable efforts to return eyeglasses to their owner have been made, you can let them be used by someone else by sending the eyeglasses to New Eyes for the Needy, Inc., 549 Milburn Avenue, P. O. Box 332, Short Hills, NJ 07078.

For Our Communities: Litter Picker Uppers: Encourage all employees to pick up just one piece of litter every day. Anyone picking up litter is not dropping it. Just imagine how clean our communities will be if we each pick up only one piece of litter every day.

For Our Properties: WaterWiser Hotline: Questions about how to reduce water usage? whether to install 1.6 gallon toilets? how to assess a property and implement a plan to conserve water? Here's a phone number that can give you all the answers to any questions regarding water. EPA's WAVE (Water Alliance for Voluntary Efficiency) has recently funded a free water-efficiency clearinghouse. Any water questions can be directed to Waterwiser (at American Water Works), 6666 West Quincy Avenue, Denver, CO 80235, 800/559-9855, Fax 303/795-1440, Internet www.waterwiser.org or E-Mail bewise@waterwiser.org.

For Our Employees: Offer prepared foods or flowers left after a banquet or meeting to employees. Offer employees who carpool, ride a bus or a bike or walk to work an extra 4 to 8 hours of paid vacation each quarter. Allow employees to do volunteer work on 4 to 8 hours of company time each quarter. Perhaps they could wear a shirt or hat with your company logo while doing the volunteer work so that the hotel would get recognition.

For Our Guests: Commit to Ten "Greener" Rooms in '96: Commit to making ten rooms or one floor of your property "green". Here are our suggestions for turning "green". 1. Provide towel and sheet cards for your guests so that they may decide when their linens will

be changed. You'll save water, energy, labor, wear and tear on your equipment and linens, and your guests will appreciate having a choice. 2. Provide dispensers for soap and shampoo—hundreds or thousands of little plastic bottles will not go in your dumpster or into our landfills. 3. Replace your sink aerators with 1.5 or 2.5 gpm aerators, or toggle aerators. You'll reduce your water bill, and your guests will be pleased. 4. Install low-flow showerheads, i.e., 2.5 to 3.0 gpm, adjustable outside the spray, and with a white plastic case rather than metal. Again, you'll reduce water usage.

Remember, few hotels guests come to a hotel because of the hotel itself. Most guests come to a hotel because of the climate, beautiful beaches, clean lakes, oceans and waterways, fine weather, or area sporting events such as surfing, skiing or hiking. Extend your property's boundaries by helping to protect ALL THE REASONS your guests come to your hotel. Work with area lodging organizations and convention and visitor bureaus to safeguard and preserve air and water quality and reduce demands on Mother Earth.

"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, 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. For further information, you may contact "Green" Hotels Association® at P. O. Box 420212, Houston, TX 77242-0212, 713/789-8889, Fax 713/789-9786.