

For Immediate Release

### **Bellstar Celebrates Green Key Success Across Resort Portfolio**

*Western Canadian resort management & development company leads the way in responsible operations*

CALGARY, ALBERTA: (August 31, 2010) Bellstar Hotels & Resorts is thrilled to announce that their British Columbia and Alberta-based collection of residential and vacation resorts has achieved considerable success across the board, following recently announced Green Key Rating Program results.

Interest in sustainable living and eco-tourism is proving an increasingly important factor when selecting a place to stay or live. Since its inception, Bellstar's [Stay|GREEN](#) sustainability plan has gained the company considerable acclaim, with highlights including dedicated recycling programs, the use of non-chemical cleaning and laundry product as well as energy efficient lighting. The newly announced, international Green Key Ratings, further demonstrates Bellstar's dedication to environmental concerns and responsible resort development, operations and management.

Leading the Bellstar portfolio in the [Green Key program](#) is Bellstar's newest addition, Solara Resort & Spa, one of the most luxurious properties in Canmore, which was awarded a 4 rating - a coveted position within the scheme. Celebrating the same high achievement, Kimberley-based Mountain Spirit Resort & Spa, also scored a 4 rating, securing its position as the only accommodation provider in the Kootenay region to achieve this level of recognition. Pemberton Valley Lodge received prestigious recognition for their eco-initiatives in the 2009 program, also securing a level 4 rating. Vernon-based Strand Lakeside Resort, Canmore's Mystic Springs Chalets & Hot Pools and Spirit Ridge Vineyard Resort in Osoyoos all followed closely in the awards this year, each securing commendable 3 Green Key Ratings.

Achieving this standard begins with the environmentally-conscious design and construction of the building. Important factors that determine the level of rating awarded, include energy and water conservation, waste management and air quality on resort. Bellstar's portfolio of properties excelled on their use of geothermal heating and cooling of pool and hot tubs, automatic lighting in common areas and Energy-Star rated appliances. Also taken into account are community outreach programs, including donating toiletries to the homeless and regularly offering auction prizes and donations.

"Achieving considerable Green Key success across our portfolio of Western Canadian hotels, cements our dedication to responsible hotel development and management," added Ralf Strub, Vice President of Operations for Bellstar Hotels & Resorts. "Through the implementation of our committed Stay|GREEN program, our guests can feel confident in their choice, for all their travel needs be it business, meetings or a well earned rest."

The Green Key Eco-Rating Program is a globally-recognized system that encourages and supports members of the hospitality community in gaining recognition for their eco-conscious efforts and initiatives. By awarding a graduated ranking system, based on each property's dedication to reducing environmental impacts, an international standard is set for guests looking for responsible options for vacation and business stays in North America. Visit [www.greenkeyglobal.com](http://www.greenkeyglobal.com) for more information.

#### **About Bellstar Hotels & Resorts**

Bellstar manages and develops destination resorts and boutique hotels in Alberta's Rocky Mountains and in British Columbia's Okanagan Valley and Coastal Regions. The boutique hospitality brand combines award-winning service, employment standards and marketing excellence to deliver exceptional resort experiences for guests and owners alike. For more information on Bellstar visit [www.bellstar.com](http://www.bellstar.com)

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