



## Media Release

### **Green Globe and Green Key Global Launch Joint Marketing of Apple App**

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Los Angeles, Calif. -- Green Globe Certification

Green Globe Certification and Green Key Global jointly announce the inclusion of Green Key certified hotels & resorts in the Green Globe App for Apple mobile devices.

The Green Globe App is the only mobile application for Apple iPads, iPhones and iPods that allows travelers to instantly search for sustainable resorts, hotels, conference centers, attractions, tour experiences and wedding options. The Green Globe App delivers photos and descriptions of Green Globe and Green Key certified business, with direct links to booking, views in google-earth and YouTube videos. The Green Globe App is downloaded free of charge from the Apple App Store.

Green Globe Certification CEO, Guido Bauer said, 'We are proud to include Green Key and its global membership in the Green Globe App. This greatly expands the number of accommodation and meeting options across a diverse range of the world's most sustainable hotel and resorts.'

'I am also very excited about our new marketing agreement with Green Key Global. Both our organizations are committed to expanding marketing efforts that link travelers to sustainable holiday and business travel options', added Mr Bauer.

'The opportunity to work with Green Globe is a perfect fit with Green Key's ongoing mission', said Tony Pollard, Managing Director of Green Key Global. 'This partnership fosters greater consumer education as well as further encouraging the lodging industry to improve on its sustainable practices. And in a mobile media world, the Green Globe App is the next logical step to connecting the consumer with green lodging options. We're excited to be working with Green Globe in this respect.'

#### **About Green Globe Certification**

Green Globe Certification is the worldwide sustainability system based on internationally accepted criteria for sustainable operation and management of travel and tourism businesses. Operating under a worldwide license, Green Globe Certification is based in California, USA and is represented in over 83



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countries. Green Globe is the only certification brand to be an affiliate member of the World Tourism Organization (UNWTO) an agency of the United Nations, and is partly owned by the World Travel and Tourism Council (WTTC). For information visit [www.greenglobe.com](http://www.greenglobe.com)

*Contact:*

Green Globe Certification

Phone +1-310-337-3000

Fax +1-310-626-9982

[pr@greenglobe.com](mailto:pr@greenglobe.com)

[www.greenglobe.com](http://www.greenglobe.com)

Watch Green Globe videos at [www.youtube.com/user/greenglobecert](http://www.youtube.com/user/greenglobecert)

### **About Green Key**

The Green Key Eco-Rating Program ranks, certifies and inspects hotels and resorts based on their commitment to sustainable “green” operations. The program was originally developed for the Hotel Association of Canada by a leading environmental engineering firm. Designed specifically for hotel operations, the Green Key Program is a comprehensive environmental audit that allows each participating property to benefit on several fronts – cost savings, increased bookings from environmentally conscious consumers and meeting planners and responsible corporate citizenry. The Green Key Program currently has over 2700 members in more than 20 countries. In the United States Green Key is a joint partnership between the Hotel Association of Canada and LRA Worldwide, Inc. For more information on Green Key or to register your property now, visit [www.greenkeyglobal.com](http://www.greenkeyglobal.com), or email [info@greenkeyglobal.com](mailto:info@greenkeyglobal.com).

*Contact:*

Tony Pollard, Managing Director

Green Key Global

Phone + 1-613-237-7149

Mobile + 1-613-850-1685

[pollard@greenkeyglobal.com](mailto:pollard@greenkeyglobal.com)

[www.greenkeyglobal.com](http://www.greenkeyglobal.com)