



NEWS RELEASE

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For Immediate Release

Green Key Global Conducts Educational Session at AH&LA Summer Summit

Member Hotels Cite Immediate Return on Green Key Membership in Case Studies

June 15, 2011 - Atlanta, GA - Green Key Global, operators of the Green Key Eco-Rating Program, yesterday conducted an educational session for attendees of the American Hotel & Lodging Association (AH&LA) Summer Summit in Atlanta, GA. The session included presentations and case studies from three Green Key certified hotels, as well as an introduction to the new Green Key Meetings certification. The 2011 Summer Summit marks the one-year anniversary of the partnership between Green Key and the AH&LA, a period of time which saw Green Key membership in the United States increase to nearly 1,300 properties.

The following hotels participated in the educational session:

- **The Inverness Hotel & Conference Center**, Englewood, CO
- **MGM Grand Detroit**, Detroit, MI
- **Country Inn & Suites**, Sunnyvale, CA

Each presented an overview of its specific "green" programs on property, as well as case studies of how Green Key has helped the hotel enhance its environmental practices, increase marketing reach, engage employees and the community and save money. The case studies cited savings of anywhere from \$150 per month in waste hauling due to the implementation of a revamped recycling program (Country Inn & Suites) to \$2,110 per year in water usage via adoption of a "best practice" in food-thawing (MGM Detroit).

"This is exactly what we envisioned when we partnered with Green Key to provide AH&LA member hotels access to the program at discounted rates," said Joe McInerney, President & CEO of the AH&LA. "This is a powerful tool for our individual member hotels to recognize all of the benefits of green certification and to help the industry reduce its

environmental footprint as a whole."

The session took place during the first day of the Summer Summit and was moderated by Pat Maher, the AH&LA's "Green Guru." In addition to the Green Key case studies, the program included an introduction to the new Green Key Meetings certification, a comprehensive assessment tool developed by Green Key Global and Meeting Professionals International (MPI) to serve the meeting and conference planning industry.

"A year removed from the start of our partnership with the AH&LA is a good time to reflect on the growth of the Green Key program," said Anthony Pollard, Managing Director, Green Key Global. "With more than 2,600 members in the United States, Canada and internationally, Green Key is the most prominent green lodging certification program in the marketplace and we appreciate the role the AH&LA has played in that growth in the U.S. We will continue to invest in the program to make it as valuable as possible for member hotels and environmentally-conscious consumers and meeting planners alike."

For the full roster of Green Key certified hotels, visit www.greenkeyglobal.com

About Green Key: The **Green Key Eco-Rating Program** is the first of its kind to rank, certify and inspect hotels and resorts in North America 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 Eco-Rating Program** is a comprehensive environmental audit that will allow each participating property to benefit on several fronts - cost savings, increased bookings from environmentally conscious consumers and meeting planners and responsible corporate citizenry. In the United States **Green Key** is a joint partnership between the Hotel Association of Canada and LRA Worldwide, Inc.; for more information, visit www.GreenKeyGlobal.com.

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Green Key Global is a joint partnership



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