



NEWS RELEASE

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For Immediate Release:

HAC Launches Green Key Meetings

Apr. 4, 2011 - Ottawa – The Hotel Association of Canada (HAC) and MPI Foundation Canada today announced the launch of the **Green Key Meetings Program**, a comprehensive assessment tool for hotel and resort properties that host meetings of any size. The assessment has been designed as a tool to provide Travel, Meeting and Conference Planners with the hotel's level of commitment to environmental issues.

“HAC is delighted to be partnering with MPI Foundation Canada on this initiative. Meeting Professionals International is widely recognized as the global leader in the meeting and event industry. We are confident that the Green Key Meetings Program will become an important part of the hospitality industry's efforts to protect and preserve the environment,” said Anthony Pollard, President of the Hotel Association of Canada. “Working with MPI will ensure our sustainability requirements will be realized well into the future”.

The Green Key Meetings Program evaluates a hotel's meeting and convention operations on a scale of one to five, with five being the highest ranking. Results are based on a thorough evaluation of the hotel's sustainability efforts. Upon completion of the Green Key Meetings assessment, the property is awarded a ranking and is listed on www.greenkeymeetings.com, a valuable resource for environmentally conscious event planners.

“On behalf of MPI and the MPI Foundation, we thank HAC for recognizing the importance of corporate social responsibility (CSR) in our industry. It is extremely encouraging for the Foundation to align itself with an association which treasures the principles of people, planet and profit. Green Key Meetings will deliver an effective program that meeting professionals look for in the area of sustainability,” said Didier Scaillet, Chief Development Officer of MPI.

The Green Key Meetings Program has been created with meeting planners in mind. The program identifies a hotel's commitment to sustainability and answers the needs of meeting planners. The Green Key Meetings Program is about sustainable meeting operations, adding value to the bottom line through conservation and brand management, and positively influencing the supply chain and relationships.

For more information visit www.greenkeymeetings.com.

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The **Green Key Meetings Program** ranks and certifies hotels and resorts based on their commitment to sustainable “green” meeting and conference operations. A partnership between HAC and MPI Foundation Canada, the program delivers relevant green meeting practices by providing specific green requirements that meeting planners expect from hotels. This partnership is a long term commitment to supporting the principles of people, planet and profit.