



FOR IMMEDIATE RELEASE

**Green Key Global announces new brand and website to celebrate
20th anniversary milestone**

March 12, 2018 (OTTAWA, ON) - Green Key Global (www.greenkeyglobal.com), a leading international environmental third party-certification body created specifically for the hospitality and meeting industries, is celebrating its 20th anniversary with the launch of its new brand identity and website.

“Our revitalized brand signals the strengthening momentum of Green Key Global and the sustainability efforts of the industry overall,” says Susie Grynol Managing Director of Green Key Global. “Sustainability is important to our hotels and we are happy to assist them with an independent certification program that both promotes and fosters corporate responsibility.”

In the past year, Green Key Global has bolstered its team in Market Development, Communications and Member Services. While the organization evolves, the goals of Green Key Global remain the same: to enable and promote the sustainable efforts made by hotels and event spaces.

The Green Key Global suite of programs allows participants to benefit on several fronts: cost savings, increased bookings from environmentally conscious consumers and meeting planners, and responsible corporate citizenry. Green Key Global strives to simultaneously educate members on the value these activities have on a broader environmental, social and economic level. In support of this, Green Key conducts on-site verification audits to validate member ratings and provides a variety of marketing materials to assist members in the promotion of their efforts.

Members are provided with a comprehensive guide on how to identify opportunities for reductions in utility consumption, waste, emissions, and operating costs. Additional recommendations are also outlined for employee training, staff and customer engagement, supply chain management, community involvement and more.

“Our 20th anniversary will be about celebrating this milestone by showcasing the incredible accomplishments of our members and showing the world that this industry is a leader in sustainability” said Grynol.

Green Key Global’s new look and feel has been captured on the new website and includes a suite of new resources. Visitors are encouraged to explore the website and sign up for Green Key Global’s mailing list.



Green Key Global is the leading international environmental certification body that offers standardized programs and resources, designed specifically for the hotel and meetings industries. Industry-led programs, **Green Key Eco-Rating** and **Green Key Meetings**, are third-party certified and leverage corporate social responsibility and support sustainable initiatives across the industry to benefit the environment and improve fiscal performance. Based on the results of a comprehensive environmental self-assessment, Green Key Global awards lodging facilities a rating from 1 to 5 Keys (5 Keys being the highest attainable). Green Key Global strives to simultaneously educate members on the value these activities have on a broader environmental, social and economic level. **More information is available at greenkeyglobal.com.**

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