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Cruz by Step Mobility Inc. Partners with Environmental Certification Body Green Key Global

Matching Members with the Right Tools to Reach Their Goals

March 28, 2022 (Ottawa, ON) - Cruz has partnered with Green Key Global, North America's leading international environmental certification body, to improve sustainability in hospitality and tourism.

"We're excited to be working with Green Key Global and highlight how we can support eco-tourism while offering hotel guests an exciting and exclusive amenity, while underlining a commitment to sustainable transportation," said Annie Luke, Co-Founder & Director of Business Development at Cruz.

Cruz, energized by Step Mobility Inc., provides a turn-key solution for hotels and tourism businesses to rent electric scooters to their guests and locals. Step deploys top-of-the-line e-scooter hardware, handle all set-up and maintenance, offer revenue share and a complimentary staff ride program. Step is a leader in embedded mobility; leveraging current infrastructure to strengthen local economies and connect tourists and locals to our communities.

Advantages for hotels and tourism businesses:

- Additional Revenue and Incentive Program for your team.
- Increased Accessibility – Within 15 minutes, your guests can travel 5 km, empowering them to access tourist destinations, convention centres and other frequently visited locations from your hotel
- Corporate Social Responsibility – An emission-free and engaging transportation option for guests
- A Competitive Advantage, by becoming a pioneer in micro-mobility
- Driving ADR, by offering a distinctive travel alternative for your business and leisure guests
- Complimentary rides during off-peak hours for your team
- Custom Branding opportunities to display your hotel or meeting space in the community

"We are so excited to be partnering with Cruz and to showcase how you can enhance experiences and sustainability in harmony to our members," said Rebecca Bartlett-Jones, Manager of Business Development for Green Key Global. "This company is a leader in embedded mobility and connects tourists and locals to our communities."



Green Key Global provides over 1,500 hotels and 350 venues worldwide with tools to improve their eco-rating, and overall environmental impact. This new partnership with Cruz will support Green Key Global members to meet their sustainability goals, and underline your commitment to sustainable transportation. To learn more about this partnership, please visit www.stepmobility.com.

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About Green Key Global

Green Key Global is the leading international environmental certification body offering standardized programs and resources, designed specifically for the hotel and meetings industries. Best in class third-party certification programs Green Key Eco-Rating and Green Key Meetings, 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 educate members on the value these activities have on a broader environmental, social and economic level. More information is available at www.greenkeyglobal.com.

About Cruz

Cruz by Step Mobility Inc. is a hotel supplier committed to enhancing tourism and local experiences through electric scooters. Emerging during the pandemic, their Founding team identified an opportunity to support one of Canada's most important industries – tourism, while addressing a need to provide education and safety to a new and exciting product. By partnering with hotels and tourism operators, Cruz has been able to heighten guest and local experiences while reminding them how important it is to support local and see the city with fresh eyes.

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