



## FOR IMMEDIATE RELEASE

### **Green Key Global Partners with Coast Hotels to Promote and Continually Improve Sustainability Practices Across All Properties**

*Coast Hotels becomes the first hotel brand to be recognized as 100% Enrolled*

**February 6, 2023 (Ottawa, ON)** – Today, Green Key Global, the hotel and lodging industry's sustainable certification program of choice, has partnered with Coast Hotels Limited, a fully owned subsidiary of APA Hotel Canada, Inc. and one of North America's fastest-growing and one of Canada's largest hotel brands.

Coast Hotels owns, manages and franchises properties in cities large and small, as well as in resort destinations throughout British Columbia, Alberta, Saskatchewan, Yukon, Alaska, Washington, California, and Hawaii.

This partnership is the first of its kind, celebrating Coast Hotels 's 100% enrollment in Green Key Global Sustainability Certification and showcasing the sustainable initiatives and achievements of its members.

#### **Green Key Global and Coast Hotels will work together to:**

- Provide a standardized sustainability system for all Coast Hotel properties, creating and supporting a unified voice and brand recognition
- Promote best practices in sustainability for all Coast Hotel properties
- Provide education and inspiration to other Green Key Global members through sharing the journey of Coast Hotel properties

"This is an exciting time for Green Key Global," said Rebecca Bartlett-Jones, Manager of Business Development at Green Key Global. "It is the launch of positive change in our industry to benefit the planet that we hope to establish across more hotel brands. We are thankful to Coast Hotels for pioneering this partnership."

"Coast Hotels is committed to the certification process and to making continued progress to uphold our Refreshingly Green™ sustainability promise to our guests and Ambassadors", said Brigitte Diem-Guy, Vice President, Revenue Strategies & Communication. "We are excited that with Green Key Global as a partner, we will be able to review and identify new strategies to become better stewards of the planet."



### **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](http://www.greenkeyglobal.com).

### **About Coast Hotels**

Each Coast Hotel property is as unique as the destinations they are located in, yet they all have something in common: friendly service and our always pleasant amenities. Coast Hotels offers properties throughout British Columbia, Alberta, Saskatchewan, the Yukon, Alaska, California, Hawaii, and Washington in cities large and small. As one of North America's fastest-growing hotel brands, Coast Hotels owes its continued expansion to its friendly service, prime locations, value, and guest satisfaction. Coast Hotels owns and franchises hotels under the Coast Hotels brand and manages hotels on both a Coast Hotels branded and independent basis.

### **MEDIA CONTACT:**

Aileigh Karson  
Communications and Member Services Coordinator  
Green Key Global  
T: 343.996.4422  
[aileigh.karson@greenkeyglobal.com](mailto:aileigh.karson@greenkeyglobal.com)