



MEDIA ADVISORY

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New Statewide “Certified Green Lodging” Program Press Conference

Arizona Hotel & Lodging Association Program Announces Partnership with Arizona Department of Environmental Quality (ADEQ) and Arizona Office of Tourism (AOT)

- WHAT:** Press conference to launch the state’s first “Certified Green Lodging” program and announce strategic partnerships.
- WHEN:** Thursday, December 2, 2010, 2:30 – 3:15 p.m.
- WHO:** Debbie Johnson, President and CEO, Arizona Hotel & Lodging Association (AzHLA)
Sherry Henry, Director, Arizona Office of Tourism (AOT)
Benjamin Grumbles, Director, Arizona Department of Environmental Quality (ADEQ)
- WHERE:** Westin Kierland Resort & Spa
6902 E. Greenway Parkway, Scottsdale
(Press Conference staged behind the resort – parking for station vans available)
- WHY:** To officially launch Arizona’s first ever statewide program that certifies “Green” hotels and announce the significance of program partners ADEQ and AOT.
- VISUALS:** Reporters will learn how this program was conceived and what requirements are necessary for hotels to achieve certification. ****In addition, the Westin Kierland will provide a behind-the-scenes tour for great visuals of rarely-seen recycling and conservation efforts at the resort.**

The **Arizona Hotel & Lodging Association** (AzHLA) is the leading public policy advocate for the Arizona Lodging Industry. Representing more than 34,000 rooms statewide and 400+ members, including hotels, resorts, B&B’s and related Industry partners, AzHLA’s mission is to unify, protect, enhance and promote the interests of the Arizona Lodging Industry. For more information, visit www.azhla.com.

Created as an executive agency in 1975, the **Arizona Office of Tourism** is charged with enhancing the state economy and the quality of life for all Arizonans by expanding travel activity and increasing related revenues through tourism promotion and development. AOT works to serve the Grand Canyon State’s travel industry and related businesses, the traveling public, and the taxpayers of Arizona. For more information, visit www.azot.gov.

The **Arizona Department of Environmental Quality** protects the public health and environment of the state by promoting awareness of Arizona's environmental concerns and ensuring compliance with laws and rules that prevent pollution of our air, water and land. ADEQ has three divisions: air quality, water quality and waste programs. For more information, visit www.azdeq.gov.

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