



NEWS RELEASE

For Immediate Release – April 24, 2009

Contact: Tracy Padot, VP, Marketing Communications
(517) 377-1419 – tpadot@lansing.org

Greater Lansing CVB Wins Regional Award for Environmentally-Friendly Practices and Advocacy

LANSING, Mich. – The Greater Lansing Convention & Visitors Bureau (GLCVB) is proud to have been honored at the 7th Annual Waste Reduction Awards Program (WRAP), held on April 9th at the Radisson Hotel Lansing. The GLCVB was formally recognized for green initiatives within their own organization, as well as its many ecological efforts within the regional meeting planning and hospitality community. Award winners were selected from a pool of Mid-Michigan residents, businesses, governments, public institutions and non-profit organizations.

“Hospitality is the second-leading industry in terms of harm caused to the natural environment,” said Jennifer Hagen, GLCVB Visitor Services Coordinator and appointed environmental advocate for the organization. “For that reason we must do everything we can to reduce our generation’s carbon footprint by using, and creating, awareness of environmentally-friendly meeting and convention practices.”

The GLCVB has engaged in local environmentally-focused efforts such as the Greater Lansing Go-Green Initiative, secured a grant funding for a regional restaurant and hotel energy audit with local green partner Urban Options, provided meeting planners with numerous ways to have an earth-friendly meeting in Greater Lansing and much more.

For more information about the GLCVB and the importance of having a green meeting in Greater Lansing, visit www.lansing.org or call 517-487-0077.

The Greater Lansing Convention & Visitors Bureau seeks to positively impact the economic well being of the Greater Lansing metropolitan area by marketing the entire region as a desirable convention and tourism destination.

###