



**HOSPITALITY GREEN**

SUSTAINABLE PRACTICES FOR BUSINESS

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FOR IMMEDIATE RELEASE

Catskills Region, NY - April 2010

## The Green Concierge® Project Provides New Opportunities for Eco-Tourism in New York's Catskills Region

The tourism industry in the Catskills Region will be getting a green boost this year, thanks to HospitalityGreen LLC's execution of the Green Concierge project.

The Green Concierge project is an exciting new economic development initiative proudly sponsored by and funded through grants from the Empire State Development (ESD) and the Catskill Watershed Corporation (CWC). Over the next three years, approximately 150 tourism and lodging facilities in the Catskill watershed region will receive free one-on-one technical assistance to improve their economic and environmental sustainability practices through pollution prevention, resource conservation, recycling and toxic chemical reduction. In addition to technical assistance, some facilities involved in the Green Concierge project will participate in a green certification program that will document and verify their sustainable improvements.

HospitalityGreen LLC (HG), an environmental consulting firm based in Mountandale, NY, has been contracted to spearhead the Green Concierge project. HG will provide technical services for the project including resource tool distribution and individual site visits. All Green Concierge project participants will have an opportunity to participate in recycling collection programs as well as have exclusive access to group discount vendor pricing. For facilities participating in the certification process, a facility baseline assessment and a customized facility improvement plan will be developed. One of the vital components of the project is HG's contribution of its proprietary hospitality industry diagnostic tools. These tools will help facilities track measurable environmental improvements and target opportunities for reducing costs. HG has a demonstrated track record in helping facilities of all sizes take practical steps to improve their green practices and save money.

HG's project goal is to instigate environmental sustainability and economic stability in Catskill watershed communities by working with individual businesses to improve efficiency, profitability, and to help them implement and establish environmentally sustainable business practices. Evadne Giannini, Principal of HospitalityGreen says, "Improving our lodging facilities' green practices will help them save money and will assist in marketing our facilities to the growing number of Catskill visitors who are looking for a green home away from home that minimizes their environmental footprint."

Facilities eligible to participate in this project include hotels, inns, bed and breakfasts, camps, campgrounds and rental condominiums located in the Catskill watershed in the counties of Delaware, Greene, Schoharie, Sullivan and Ulster.

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#### About Green Concierge's sponsors and funding:

The ESD is responsible for retaining and creating jobs, and generating billions of dollars for local New York State economies. In addition, the ESD encourages economic investment and prosperity by providing knowledgeable and professional level assistance and service to businesses throughout New York State. The funds for the GC project have been granted by the Environmental Investment Program (EIP), a program of the ESD that helps businesses obtain the economic benefits associated with pollution prevention, waste reduction, re-use and recycling.

The CWC is a local development corporation established in 1997 whose dual mission is to protect the water resources of the New York City (NYC) Catskill-Delaware Watershed west of the Hudson River, and to preserve and assist the communities within this living Watershed. Covering portions of Ulster, Greene, Delaware, Sullivan and Schoharie Counties, CWC's economic development programs support environmentally responsible businesses to create and retain jobs in the Catskills.

New York State's Empire State Development Corporation (ESDC) and the Catskill Watershed Corporation (CWC) are proud sponsors of the Green Concierge project.

For more information on Hospitality Green and the Green Concierge project visit [www.hospitalitygreen.com](http://www.hospitalitygreen.com) or call (845) 436-6173

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