

## **FOR IMMEDIATE RELEASE**

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### **Crowne Plaza Redondo Beach and Marina Hotel Launches Green Initiative**

*Southern California Beach Hotel to Reduce Environmental Impact*

REDONDO BEACH, CA, March 4, 2009 - Crowne Plaza Redondo Beach and Marina Hotel, already a premier choice in [Southern California beach hotels](#), is now a leader among California "green" hotels, with the recent announcement of their comprehensive "Going Green" program. To reduce the carbon footprint and environmental impact of this Redondo Beach hotel, the initiative encompasses all areas of hotel operations, from food and beverage to conference practices.

While some of these items are already in place, the hotel is currently in the process of implementing all elements of this program, some of which include:

#### **Recycling**

- All newspapers taken to a designated recycling bin.
- All cardboard collected and recycled. Additional products, including metal and aluminum cans, glass bottles, kitchen grease, and paper products are recycled.
- Office products recycled, including computer paper, copier paper, newsprint, toner cartridges and aluminum cans

#### **Energy & Water Conservation**

- All fluorescent tubes are recycled and light bulbs in guest rooms changed to CFL (compact florescent light)
- Guests are encouraged to conserve water and energy through a company-wide program called "Conserving for Tomorrow"
- Guestroom HVAC units are controlled by an energy management system. Motion detectors and balcony door switches shut down units when the guestroom is unoccupied or the balcony door is open.
- Low flow shower heads installed in all guest bathrooms.

#### **Conference Practices**

- Meeting rooms and common areas are kept at an appropriate temperature for the season and for casual summer dress. All functions are programmed into a central energy management system, indicating start/stop time of functions and low/high temperature limits.

- Recycling bins made available for each group's use.

### **Food & Beverage Practices**

- Availability of paper, plastic, or Styrofoam is very limited and used only on request both front and back of house.
- Vegetarian and healthy options are provided upon request at every meal.
- Pitchers of water/juice are made available instead of individual plastic bottles unless requested otherwise; Milk and/or creamers in bulk are made available for coffee and tea.
- All liquor bottles and cooking oil is recycled.

### **Transportation**

- Employee "Ride Share" program subsidizes carpooling (preferred parking spaces assigned) and use of public transportation.
- Public transportation options are published on Web site and Direction sheets
- Our Sales and Guest Services Teams encourage all guests to rent a bike from us instead of using their car for local activities.

For more information about Crowne Plaza Redondo Beach and Marina Hotel's sustainability program, visit their Web site: <http://www.cpredondobeachhotel.com/green-hotels-california.html>.

### **About Crowne Plaza Redondo Beach and Marina Hotel:**

Escape to a place where ivory sails dot the horizon and you can surf on New Year's Day. Crowne Plaza Redondo Beach Hotel, one of the premier [Southern California beach hotels near LAX Airport](#), invites guests to experience the utter refreshment of the western coast and to enjoy a great stay at the same time. With resort-quality amenities at affordable prices and a convenient location near Los Angeles, we help you get away without really getting away. Plan your destination events at our deluxe banquet facility in Southern California, and leave the great service up to us. For more information, call 1-310-318-8888 or visit our new Web site at [www.cpredondobeachhotel.com](http://www.cpredondobeachhotel.com)

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