

NEWS RELEASE



Green Key Global, EcoStay Certified and Greenview Announce Partnership To Advance Green Tourism.

*Triple Collaboration Engages Hoteliers In Meaningful Sustainability
And A Shared Legacy Of Beauty And Nature.*

Oakville, Canada – (May 24, 2016). Green Key Global, EcoStay Certified and Greenview, three leaders in hospitality sector environmental stewardship, today announced a triple partnership that will encourage hoteliers across Canada and beyond to join forces in meaningful sustainability. The partnership will enable property owners and managers to fund important conservation projects, measure their progress, and be a part of a shared environmental legacy of nature and beauty.

Green Key Global is a leading environmental certification body whose 5 level eco-rating program helps members leverage organizational Corporate Social Responsibility (CSR) activities to support sustainable initiatives, and improve overall fiscal performance and community relations.

EcoStay Certified is a hospitality sustainability program that unites hoteliers and their guests in a shared environmental initiative, engages today's discerning traveler in meaningful travel choices, and offers a unique funding model that helps hoteliers implement energy saving and emission reducing facility upgrades.

Greenview is a leading sustainability consultancy in travel and tourism with a company mission to catalyze sustainability by leveraging the power of data, common guidelines, best practices, and innovation.

Through its partnership with Greenview, EcoStay Certified will deliver a new innovative portal system that makes it easy for member hotels to track, measure, and improve in areas of energy use, sustainability and social responsibility. The Greenview system offers best practices features specifically designed to help hotels improve their performance over time, save money, reduce emissions and communicate their progress through a streamlined system, to all stakeholders. "Leveraging the power of data gives hoteliers a window of insight into one of their biggest costs" says Eric Ricourte, Founder of Greenview. "We are pleased that our system will be helping EcoStay members monitor their key business metrics".

To truly engage today's eco-traveler, hoteliers need to look beyond operational impact control. Recognizing this, EcoStay Certified is proud to announce the development of the EcoStay Motherland Forest; a highly visible parkland of carbon sequestration, wildlife habitat, education and cultural

heritage. Located in western Canada and exclusively supported by EcoStay member hotels and tourism industry sponsors, this parkland will be one of the most important collaborative reforestation projects in the country, and one of the first to be awarded the world-renowned *Gold Standard* certification for environmental projects and transparency. This summer, the project will restore 55 hectares, or about 90 football fields, of degraded land with native boreal species trees that will sequester an estimated 120,000 tonnes of carbon over the next 50 years, or the equivalent emissions of approximately 480 *billion* kilometers of car travel.

“EcoStay’s Motherland initiative promises to unite millions of travelers from around the globe” says EcoStay President Christina deVries. Complete with a motorist rest stop, walking path, and educational signage the project will endow the Western provinces with a truly unique eco-destination. Orchestrated to visibly represent a major aboriginal symbol of regeneration, the planting will be modelled after a commissioned illustration by celebrated Canadian aboriginal artist Bill Helin. Plus, a guest engagement interactive website will offer lodgers a virtual tree planting and naming experience as they join other in leaving a legacy of nature and beauty for generations to come.

The best way to prove to guest and meeting planners that your property is really green, is to have it confirmed by Canada’s leading certification body. The Green Key Eco-Rating Program and its sister program Green Key Meetings deliver comprehensive environmental audits that evaluate, inspect and certify hotels, resorts and meeting venues based on their commitment to sustainable green operations. “Green Key’s partnership with EcoStay promises to benefit members on several fronts including cost savings, increased bookings from conscious consumers and meeting planners and responsible corporate citizenry.” says Tony Pollard, Managing Director, Green Key Global.

EcoStay Certified is a third party program that helps hoteliers invest in energy saving and emission reducing projects, while truly engaging today’s discerning traveler. Developed by LivClean Corp., a top-ranked carbon offset retailer by the David Suzuki and Pembina Institute’s worldwide ranking, EcoStay Certified specifically addresses the needs of sustainable hospitality with an approach to doing business that puts back *more* into society, the environment and the bottom line than it takes out.

www.ecostaycertified.com

Green Key Global is a Global Sustainable Tourism Council (GSTC) recognized environmental certification body offering a suite of sustainability programs designed specifically for the lodging industry. For 18 years its flagship program, the Green Key Eco-Rating Program, has been evaluating, inspecting, and certifying hotels and resorts based on their commitment to sustainable “green” operations.

www.greenkeyglobal.com

Greenview Portal is an innovative on-line system created specifically for hotel and venues, making it easy for hoteliers to track, measure, and improve in areas of sustainability and social responsibility. Designed by Greenview, a leading sustainability consultancy in Travel & Tourism with a company mission to catalyze sustainability by leveraging the power of data, common guidelines, best practices, and innovation.

www.greenviewportal.com

Bill Helin is a Canadian Aboriginal artist, working in the style of the Tsimshian/Tlingit First Nation of northwest coast of British Columbia. Bill’s ancestry is from the Gits’iis tribe in the village of Lax Kw’alaams, B.C. Some of his accomplishments include designing patches worn by astronauts on the U.S. space shuttle Columbia in 1996, and Canadian Astronaut Robert Thirsk, lead carver of the totem pole for the 94 Commonwealth Games, a Ravensong Canoe for the 2010 Olympics, and carving of a talking stick for Bill Clinton.

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