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## **FOR IMMEDIATE RELEASE**

### **GRAND GENEVA EARNS TRAVEL GREEN WISCONSIN CERTIFICATION FOR ECO-FRIENDLY PRACTICES**

*Green policies include smoke free environment, reduced paper consumption,  
on-site natural produce garden*

**LAKE GENEVA, WI – JUNE 1, 2009** – Grand Geneva has earned official certification from Travel Green Wisconsin – a voluntary program that recognizes tourism businesses for reducing their environmental footprint through eco-friendly practices.

“Grand Geneva is proud to announce our Travel Green Wisconsin certification,” said Managing Director Patrick Hansen. “This certification is a credit to everyone at Grand Geneva. All of our associates have been involved in making the hotel a greener and more sustainable environment. The natural beauty of Grand Geneva is something we do not take for granted. We are absolutely committed to protecting these majestic surroundings and feel very fortunate to work in such a pristine setting.”

In releasing the news, Tourism Secretary Kelli A. Trumble made the point that serving the needs of eco-aware travelers is not only the right thing to do, it’s good for business. “Sustainability and profitability need not be mutually exclusive,” Trumble said. “All signs point to a burgeoning consumer demand for green travel in the nation, and the Wisconsin tourism industry is poised to serve this niche market, all the while continuing to grow tourism revenue for the state. With our state’s history of land stewardship, it’s most fitting that Wisconsin lead the nation in this.”

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To achieve certification, applicants must earn a minimum of 30 points from a checklist of basic requirements covering a wide range of “green” practices, including: waste reduction, reuse and recycling; energy efficiency, water conservation and wastewater management; air quality; wildlife and landscape; transportation; purchasing; and local community benefits. The Wisconsin Environmental Initiative, an independent third party, then certifies Travel Green Wisconsin applicants. Grand Geneva doubled the minimum Travel Green Wisconsin certification requirements with a score of 60 points during its review. The hotel received its highest marks in Waste Reduction, Reuse & Recycling and Energy Efficiency, Conservation and Management.

Grand Geneva’s green initiatives include reducing air pollutants by promoting a 100% smoke free environment in all indoor areas and sponsoring a smoking cessation program for its associates. The hotel’s bottled water is tapped from natural springs in nearby Chippewa Falls and bottled by employees of Goodwill. To reduce paper consumption, Grand Geneva has moved its sales kits, memberships and guest directories online. When sales kits are requested, the hotel provides them via a USB drive. Grand Geneva facilitates numerous recycling programs and has instituted native grass conservatories on its Highlands golf course. For the culinary enthusiast, Grand Geneva recently broke ground on a natural herb and vegetable garden which will provide fresh produce for the hotel’s five restaurants. Grand Geneva is the only Travel Green Wisconsin certified hotel in Lake Geneva.

### **About Travel Green Wisconsin**

Since it was launched statewide in 2007, Travel Green Wisconsin has garnered its share of national media coverage, with stories appearing in *USA Today*, the *Chicago Tribune* and *New York Times*, and on *CNN*. The program has certified more than 130 tourism businesses to date, including hotels, resorts, B&Bs, restaurants, retail stores, tour operators, nature centers, state parks, convention centers, golf courses, and a range of indoor and outdoor attractions. For more information about Travel Green Wisconsin, a partnership of the Wisconsin Department of Tourism and the Wisconsin Environmental Initiative, visit [www.travelgreenwisconsin.com](http://www.travelgreenwisconsin.com).

### **About Grand Geneva**

Grand Geneva is an all-season resort set on 1,300 acres at the legendary southeastern Wisconsin community of Lake Geneva, WI, just 90 minutes from Chicago and 50 minutes from Milwaukee. The hotel features 355 guest rooms and suites, WELL Spa + Salon at Grand Geneva, two championship 18-hole golf courses, The Mountain Top, a three-chair/18-run ski and snowboard facility, 62,000 square feet of meeting and convention space, three restaurants, and a 4,100 foot executive airport.

Additional accommodations include Timber Ridge Lodge, a 225-all suite hotel featuring a 50,000-square foot outdoor/indoor waterpark, 3,600-square foot arcade, 3,500-square foot ballroom and family barbecue restaurant. Grand Geneva is a wholly-owned subsidiary of the Marcus Corporation (NYSE: MCS). For more information or reservations, call toll free (800) 558-3417 or visit [www.grandgeneva.com](http://www.grandgeneva.com).