



**FOR: GRAND GENEVA RESORT & SPA**

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**GO GREEN WITH GRAND GENEVA RESORT & SPA**  
**DURING EARTH MONTH 2011**

*Resort Announces Findings of New Energy and Water Efficiency Practices*

(LAKE GENEVA, WI; April 11, 2011) – This April, the AAA Four Diamond [Grand Geneva Resort & Spa](http://www.grandgeneva.com) invites travelers to commemorate Earth Month by experiencing the array of eco-friendly amenities and services available across the property. With features ranging from an on-site electric car charging station to native grass preserves located on its award-winning golf courses, Grand Geneva – the only Travel Green Wisconsin-certified resort in Lake Geneva – has made innovative, eco-friendly strides throughout the past two years. Recently, the resort announced impressive findings of its environmentally efficient boiler system, which will allow the Grand Geneva to save 30,000 gallons of water and reduce its CO<sub>2</sub> emissions by seven tons per year.

“We understand that travelers have an ever-growing interest in green destinations, and were ecstatic to learn the significant conservation results of our efforts,” said Grand Geneva Managing Director Brett Sundstrom. “We are proud of the environmentally friendly business practices that are currently in place, and we are committed to building upon those in an effort to reduce our carbon footprint.”

Throughout the month of April, travelers are encouraged to take advantage of the Grand Geneva's green features, which include:

- **Electric Car Charging Station:** Last year, the Grand Geneva became the first resort in the Midwest to offer an on-site charging station for electric, plug-in automobiles. Manufactured by Coulomb Technologies, the ChargePoint Networked Electric Car Charging Station is complimentary to both guests and the general public, meaning that electric car owners living as far away as Chicago can now travel to the Grand Geneva and back without spending a penny on transportation.
- **Natural Herb & Vegetable Garden:** Executive Chef Robert Fedorko grows organic, fresh produce on-site that is used in his award-winning cuisine at the resort's signature, restaurants Geneva ChopHouse and Ristorante Brissago. The garden also serves as an educational tool for the resort's culinary students, who tend the garden and track its growth.
- **Green Golf:** Golfers who hit the links at the Grand Geneva's Highlands golf course will note the tens of thousands of square feet of the course dedicated to native grass preservation.
- **Local Bottled Water for a Cause:** All bottled water served to guests on the Grand Geneva campus is tapped from natural springs in nearby Chippewa Falls and bottled by employees of Goodwill.
- **100% Smoke-Free Indoor Environments**

For more information about the Grand Geneva and its eco-friendly offerings, please visit [www.grandgeneva.com](http://www.grandgeneva.com).

### **About Grand Geneva Resort & Spa**

Grand Geneva Resort & Spa is an award-winning all-seasons resort set on 1,300 acres in the legendary southeastern Wisconsin community of Lake Geneva, just 90 minutes from Chicago and 50 minutes from Milwaukee. The property features 355 guest rooms; WELL Spa + Salon; 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-square-foot executive airport.

Grand Geneva recently completed property-wide renovations, which included improvements to all guest accommodations, the outdoor pool deck and WELL Spa + Salon, and the addition of Embers Terrace, an outdoor fireplace experience.

Additional accommodations on property include the family-friendly Timber Ridge Lodge, featuring the 50,000-square-foot Moose Mountain Falls indoor/outdoor 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).

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**FOR MORE INFORMATION, PLEASE CONTACT  
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