



HOTEL ASSOCIATION OF CANADA
ASSOCIATION DES HÔTELS DU CANADA

GREEN KEY GLOBAL APPOINTS FIELD SALES SPECIALIST

FOR IMMEDIATE RELEASE:

January 18, 2018 – Ottawa – The Hotel Association of Canada (HAC) is pleased to welcome Jordan McKay as Green Key Field Sales Specialist for the hotel industry's sustainability program, Green Key Global.



This new position has been created to drive the Association's sales efforts of its Green Key Eco-Rating and Green Key Meetings programs in Canada.

Jordan brings a deep understanding of the hotel industry, most recently employed by the Alberta Hotel and Lodging Association, where she coordinated the association's accommodation programs, including Check In Canada. Jordan also has direct hotel experience, and has gained valuable communications and sales skills as an intern with Disney Park and Resorts Canada. Jordan McKay is a graduate of Humber College's Advanced Public Relations program.

"Jordan has a proven track record of successfully driving projects and sales in her previous work," said HAC President, Susie Grynol. "She will be instrumental in promoting the importance of sustainable practice for hotels in Canada."

Jordan McKay assumed her new role effective Tuesday, January 16, 2018.

The Green Key Eco-rating program provides hotels with a third-party validation and certification for sustainable efforts. Hotels are given a Green Key rating on a scale of 1-5 based on current sustainable practices, and the tools and resources to improve their rating are also provided through the program.

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*The **Hotel Association of Canada** is the effective voice of the Canadian hotel and lodging industry. For over 100 years, it has worked to enhance the prosperity of the industry through strong member engagement, effective advocacy, and the provision of value added programs and services. The Hotel Association represents more than 8,178 hotels, motels and resorts that encompass the \$18.4 billion Canadian hotel industry which employs 304,000 people across Canada.*

MEDIA CONTACT:

Elizabeth Smith
Digital Communications and Member Relations Specialist
Hotel Association of Canada
T: 613.237.7149 ext. 103
esmith@hotelassociation.ca