



HOTEL ASSOCIATION OF CANADA  
ASSOCIATION DES HÔTELS DU CANADA

## NEWS RELEASE

**Contact:**

Walter Willet, Director – Business Development  
Hotel Association of Canada  
Tel: (613) 237-7149  
willett@hotelassociation.ca

**For Immediate Release:**

### **Green Key Eco-Rating Program Partners with Meetings & Incentive Travel (M&IT)**

*January 20, 2009, Ottawa, ON* -- The Hotel Association of Canada (HAC) is pleased to announce a partnership with Meetings & Incentive Travel (M&IT) magazine that will promote the HAC's Green Key Eco-Rating program to the meetings and events industry.

This partnership will promote the HAC's Green Key designation for environmentally conscious hotels in Canada in the annual M&IT Buyers' Guide and the Green Key designation for both Canadian and American hotels on the M&IT meetingscanada.com website.

Having just reached program participation of over 1,000 hotels this is an important partnership for the Green Key program. The program's affiliation with Canada's leading publication for the meetings and event industry will provide additional benefits to both Green key-rated hotels and meeting planners.

"Working with the meeting planning industry is an important aspect of the hospitality industry's commitment to their environmental performance," stated Tony Pollard, HAC President. "We are very pleased to announce our partnership with M&IT in helping us achieve our mutual objectives towards a better environment."

"In recognizing the needs of our readers, our promotion of Green Key-rated hotels across the country will further assist meeting planners in establishing eco-friendly practices for their meetings and events," said Andrea Wallace, Director of Sales for M&IT.

*...continued*

The Green Key Eco-Rating Program is a graduated rating system designed to recognize hotels, motels and resorts that are committed to improving their environmental performance. Based on the results of a comprehensive environmental audit, hoteliers are awarded a one to five Green Key rating. Currently 1,041 Canadian and U.S. lodging properties are enrolled in the program. For more information, or to find a list of rated hotels, visit [www.hacgreenhotels.com](http://www.hacgreenhotels.com).

The Hotel Association of Canada is the national organization representing the lodging industry in Canada. Our membership encompasses the provincial and territorial hotel associations, the corporate hotel chains, independent hotels, motels and resorts and the many suppliers to the hotel industry. Our objective is to assist both our national and international members as they endeavour to enhance their competitiveness and achieve their bottom line.

Meetings & Incentive Travel (M&IT) magazine is Canada's leading publication for meeting and incentive travel planners. M&IT also produces IncentiveWorks, Canada's largest conference and trade show for the meeting, event, and incentive travel industry. Our objective is to help Canadian meeting planners deliver better events. For more information, call (416) 764-1661 or visit [www.meetingscanada.com](http://www.meetingscanada.com).