



MEDIA CONTACTS:

Natalia Diaz

305.662.7152 ext. 110

natalia@theagencypr.com

The Palms Hotel & Spa earns special recognition from Florida's *Green Lodging* Program

Miami Beach, FL (July 7, 2009) – The Palms Hotel & Spa has been recognized as one of only 14 Miami Beach hotels to achieve an honorable designation from the state of Florida's *Green Lodging* Program. The *Green Lodging* Program awards Florida hotels, motels, resorts and bed & breakfasts that have demonstrated a commitment to succeed in protecting Florida's natural resources.

Criteria for achieving this distinguished award, which is valid for three years, include forming an internal *Green Team* with an "Environmental Champion" leader, carefully managing water, and energy conservation, implementing at least two new environmental practices during each three year designation and working to reduce the amount of waste produced.

The Palms Hotel & Spa encourages guests to not only enjoy but also preserve their surroundings. Examples of how this is done include a towel and linen reuse program, high energy efficient lighting in 100% of the hotel's guest rooms and an aggressive recycling program throughout the hotel and in guest rooms. The hotel also uses high efficiency air filters, environmentally friendly cleaning products, and reusable versus disposable products. Recycled paper and pens are available for guests and group clients that visit or stay at the hotel. In addition, the hotel's marketing collateral and stationery (i.e. letterhead, envelopes, brochures) are printed with soy ink on recycled paper.

Properties must complete a step-by-step process outlined by the Florida Department of Environmental Protection (DEP) and the *Green Lodging* Program in order to become designated. After a self-assessment by their internal *Green Team*, a trained *Green Lodging* assessor evaluates their facilities to ensure they meet all necessary requirements. Once a facility is recognized, the state conducts random site



3025 Collins Avenue, Miami Beach, Florida 33140
T 305 534 0505 | 800 550 0505
F 305 534 0515 | thepalmshotel.com

Inspired by Nature



inspections to ensure that the program's environmental requirements are being met. Properties are also required to submit yearly environmental performance data.

The Palms Hotel & Spa's *Green Team* leaders, Director of Guest Services Eli Martinez-Cedrez and General Manager Hamid Abdulhafid, are excited about their designation. "The entire staff has worked hard to achieve this goal, and we look forward to continued success as an industry innovator in the green movement. Our guests encounter a uniquely natural setting at The Palms Hotel & Spa, and sharing the importance of maintaining our environment is a part of that experience."

The Palms green initiatives are in line with a recent multi-million dollar renovation that highlights the hotel's off-the-beaten path luxury feel, and a natural setting that encourages overall wellness in a nature-inspired environment. This carries over to the hotel's new restaurant & lounge, Essensia, which blends nourishing gourmet cuisine with a relaxing and sensuous ambience, while The Palms Aveda Spa features holistic treatments and rituals using Aveda's products.

The Palms Spa fully subscribes to Aveda's 31-year old brand's mission "to care for the world we live in" by offering extraordinary treatments and services in an environment where beauty works in harmony with "the greater web of life and with nature." As a company, Aveda incorporates environmental and social considerations into its business practices. Aveda is an industry leader in environmentally responsible packaging. In 2005, Aveda was the first to use a cap containing 25% post-consumer recycled material (PCR) for some shampoos and conditioners. This follows other packaging firsts for the company: Aveda uses 80-100% PCR HDPE in bottles and jars, which, calculations show, reduces our use of virgin high-density polyethylene by 300 tons annually.

About the Florida Green Lodging Program

Launched in March 2004, the Florida *Green Lodging* Program establishes environmental guidelines for hotels and motels to conserve natural resources and prevent pollution. In 2007 Governor Crist signed three executive orders initiating state energy-use policies, including one that requires state agencies and departments to hold meetings and conferences only at hotels with the Florida *Green Lodging* Program



3025 Collins Avenue, Miami Beach, Florida 33140
T 305 534 0505 | 800 550 0505
F 305 534 0515 | thepalmshotel.com

Inspired by Nature



designation as of January 1, 2008, whenever possible. For more information about the Florida *Green Lodging* Program, visit www.dep.state.fl.us/greenlodging.

About The Palms Hotel & Spa

Just minutes from the heart of South Beach, The Palms Hotel & Spa combines genuine service, laid-back sophistication and oceanfront serenity into a destination where complete wellness and environmental awareness are at the center of each experience. Privately owned and managed by The Krause family, who also own the boutique-style Circa 39 in Miami Beach, The Palms sits on its own stretch of beach just 12 miles from Miami International Airport. The Palms Hotel & Spa is a member of Preferred Hotels & Resorts as well as Epoque Hotels. For reservations or further information, please call 800.550.0505 or visit www.thepalmshotel.com.

###



3025 Collins Avenue, Miami Beach, Florida 33140
T 305 534 0505 | 800 550 0505
F 305 534 0515 | thepalmshotel.com

Inspired by Nature |