



for immediate release

Treasure Mountain

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Park City's Treasure Mountain Inn is Among The Nation's First Hotels to Become 100% Carbon Neutral

January 23, 2008—Park City, UT—With numerous eco-conscious accolades to their name, the owners of Treasure Mountain Inn have become recognized as leaders in sustainable business practices. Now, their efforts are making Treasure Mountain Inn among the first hotels in the nation to become 100% carbon neutral. Reaching carbon neutral status was a three-part program. According to Treasure Mountain Inn (TMI) owner/operators, Thea Leonard and Andy Beerman, the efforts included:

- Reducing their carbon footprint. Last Year Treasure Mountain Inn reduced energy usage by 12.5% despite a dramatic 30% increase in business.
- Promoting alternative energy. Treasure Mountain Inn is a Blue Sky Visionary Partner by virtue of purchasing wind power equal to 35% of their total power consumption.
- Purchasing carbon offsets. New for 2008; TMI offsets its remaining carbon footprint, estimated to be 593.6 tons, (from electric, natural gas, and vehicle use) with Carbon Offsets from Clean Air-Cool Planet, facilitated by Native Energy.

Beerman is aware of the issues, positive and negative, surrounding carbon offsets. He says, "Offsets are still very controversial among the 'green community.' Many feel they are a 'sin tax,' which allows businesses to pollute guilt-free and that they discourage conservation. In some cases, this may be true, however, we believe offsets complement our current programs of conservation, recycling, reduction and support."

Over the past five years, Treasure Mountain Inn's management has taken significant measures to reduce the property's environmental impact by utilizing green products whenever possible, digitizing marketing materials, using fluorescent lights and high-efficiency AC/heat, purchasing EnergyStar appliances, installing water-conserving fixtures and efficient laundry facilities and providing recycling containers in every room and in hallways. TMI's commitment to recycling is well documented as two-time winner of Utah Recycler of the Year. Beerman and Leonard are also dedicated supporters of grassroots causes and over the past several years have donated nearly \$50,000 to environmental groups focused on open space and advocacy.

Treasure Mountain Inn is always exploring ways to further reduce its footprint; possibly with solar panels, hybrid vehicles and other efforts. Beerman recognizes the limitations in the brick and mortar structure of an older building. He explains, "Even if money were no object, we would be hard-pressed to retrofit our current hotel to be carbon neutral and we are not convinced it makes 'green sense' to demolish our current facility and replace it with a greener property because the resources used would likely outweigh the benefits. Therefore, we are left with an imperfect solution, to supplement our efforts with offsets until we can reasonably undertake the physical changes necessary to further reduce our carbon output. However, we do not feel absolved of our impacts and remain committed to seeking out new ways to reduce our footprint. In the meantime, we are excited to work with Native Energy to support two very worthy efforts: the Hillcrest Sayer Methane Project, and small farm wind power projects, in their carbon reduction."



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A member of 1% for the Planet, Treasure Mountain Inn is northern Utah's only green-certified hotel. In 2007, Treasure Mountain Inn was endorsed by the US Environmental Protection Agency when it was selected as an EPA Green Power Partner. The Inn was also recognized by travel site eco.Orbitz.com as Utah's first eco-friendly hotel.

More About Treasure Mountain Inn

In a community that is becoming increasingly eco-smart, Treasure Mountain Inn is the area's only hospitality member of the Green Hotel Association and 1% For the Planet. Combining the owners' personal commitment to earth-friendly lodging with sophisticated amenities, Treasure Mountain Inn is the trifecta of prime location, casual luxury and sustainability. Nestled in the heart of Park City's Old Town, it is a boutique hotel for the savvy traveler who embraces the authentic and unexpected. With a conference center, meeting rooms and capabilities to cater to large groups, Treasure Mountain Inn is an epicenter for business meetings as well. Treasure Mountain Inn is on the web at www.treasuremountaininn.com.

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