



FOR IMMEDIATE RELEASE

Contact: Leslie Araiza
laraiza@gclj.com
858.964.5406 / 619.846.3032

**THE GRANDE COLONIAL HOTEL AWARDED
PRESTIGIOUS GREEN ECO-LEAF RATING**

LA JOLLA, CA. — The Four Diamond Grande Colonial Hotel has been awarded the Green Eco-Leaf Rating by completing a 70 point comprehensive eco-audit survey administered by iStayGreen.org, the online social network of environmentally friendly travel. The Green Rating equates to “very good environmental performance” in both front- and back-of-house operations.

“All Green Eco-Leaf Rated properties are committed to environmentally friendly initiatives,” said Richard Varner, founder of iStayGreen.org. “Of the 21 properties in La Jolla, the Grande Colonial has taken the environmental lead by completing our environmental survey and earning the Green Eco-Leaf Rating.”

The types of eco-initiatives put in place at the Grande Colonial include: an on-site Green Team has been created; low-energy lighting and energy sensor initiatives are in-place; HVAC control system installed; sheets & towels reuse option for multiple night stays; eco-initiatives are actively promoted to the public; water conservation and water conserving devices; low water consumption landscaping; recycle containers around the property; recycled paper products are utilized; environmentally friendly chemicals are used in cleaning; eco-friendly detergents are used for laundry and carpet cleaning; the hotel is designated a non-smoking hotel; rooms are furnished with cotton bedding and towels; and bulk amenities are used in guestrooms.

The lodging industry recognizes the need to create a sustainable future for travel. The Grande Colonial joins over 170 additional Green Eco-Leaf Rated California lodging properties, representing just slightly over 4% of the 4,000+ California properties. With the success of the California Green Lodging Program and statewide emphasis on eco-friendliness, it is anticipated that there will be a substantial increase in properties promoting eco-friendly initiatives. Actions taken by hotels are not only insuring a more sustainable future in travel but are also creating a better bottom line for hotel operators.

MORE

This eco-rating allows the public to know the specific environmental initiatives in place at a property, which enables the environmentally conscious traveler to make informed lodging decisions.

With iStayGreen's rapidly growing searchable directory of 100,000 lodging properties and over 4,200 already Green Eco-Leaf Rated, it's easy for anyone to quickly locate and compare "green" lodging worldwide. To earn a Green Eco-Leaf Rating, hotels must complete a thorough self-audit, and then are rated based on their eco-initiatives. The site also provides an effective way for hotel owners and operators to promote all of the good "Green" things they are doing. Visitors to the site can create their own profiles, add friends, recommend properties, upload photos, form groups, create and respond to forum threads, make reservations, and add comments and reviews to hotel profiles. For additional information, visit iStayGreen.org.

The Grande Colonial has been a landmark in the seaside village of La Jolla since 1913. The hotel offers 93 European-style, air-conditioned guest rooms and suites, each with ocean or village views and complimentary wired and wireless high-speed Internet access. Over 5,000 square feet of indoor and outdoor meeting space is also available for up to 120 guests. Breakfast and lunch are served daily in the award-winning NINE-TEN Restaurant and dinner is served Tuesday through Saturday. The Grande Colonial is located at 910 Prospect Street in La Jolla, California. For additional information, call 858-454-2181 or visit our website at www.gclj.com.

###