

FOR MORE INFORMATION:

Cathy L. Kruzic or Amy Larson
Kruzic Communications, Inc.
PH: 303/329-6229 - FAX: 303/329-3949
E-mail: amy@kruzic.com
www.kruzic.com

Ilene Kamsler, President
Colorado Hotel & Lodging Association
PH: 303/297.8335 – FAX: 303/297.8104
E-mail: jdk@chla.com
www.coloradolodging.com

FOR IMMEDIATE RELEASE

April 17, 2008

**COLORADO HOTEL & LODGING ASSOCIATION TAKES ENERGY
STAR® CHALLENGE TO SAVE MONEY AND PROTECT THE
ENVIRONMENT**

Denver, Colo., — In a positive step toward reducing energy use, the Colorado Hotel & Lodging Association (CH&LA) has taken the U.S. Environmental Protection Agency's (EPA) ENERGY STAR Challenge. The CH&LA is also urging its lodging property members as well as all allied business partners to join them in the ENERGY STAR Challenge by reducing energy use in their hotels and office buildings alike.

The ENERGY STAR Challenge, launched by EPA in March 2005, calls for an energy efficiency improvement of 10 percent or more for the more than 5 million commercial and industrial buildings in the United States. Energy is often generated by burning fossil fuels, which emits greenhouse gases that contribute to climate change. Forty-five percent of U.S. greenhouse gas emissions are caused by buildings and industrial facilities. Making more efficient use of energy is the best starting point for reducing our carbon footprint and saving money.

"Many of us are taking steps to improve energy efficiency at home but may not realize that there are opportunities to save where we work, shop, play, and learn, as well," said Ilene Kamsler, CH&LA President. "By making energy-efficient choices, we can reduce our energy use and save money while protecting the environment."

The potential savings are staggering. EPA estimates that if the energy efficiency of commercial and industrial buildings in the U.S. improved 10 percent, Americans would reduce greenhouse gas emissions equal to those from about 30 million vehicles while saving about \$20 billion.*

Today, leading companies realize that energy efficiency is not only the first step to being green, but is also about smart business. Energy efficiency can have a high return on investment and is necessary in order to remain competitive. Businesses, organizations, and governments that are leaders in energy efficiency use about 30 percent less energy than their competitors.

"The Challenge is a win-win for us and for other associations and lodging properties looking to save energy and improve their bottom line," continued Kamsler. "ENERGY STAR

provides the tools and resources to help identify areas for improving energy efficiency and develop a strategic energy management plan."

ENERGY STAR, a Federal government backed program, is a voluntary program that sets standards for superior energy efficiency in buildings, products, and services. To date, more than 30,000 commercial and industrial buildings have used ENERGY STAR tools to identify opportunities for energy efficiency improvements, and more than 4,000 of these buildings have earned the ENERGY STAR.

###

ABOUT CH&LA

The Colorado Hotel & Lodging Association has more than 470 members representing more than 40,000 guestrooms throughout the state of Colorado.

CH&LA's member properties include romantic bed and breakfast inns, luxury hotels, affordable motels, Colorado ski resorts, Rocky Mountain cabins, rustic guest ranches, relaxing spas, weekend getaway timeshares, and condominium and vacation rental services, ranging in size from three to 1,600 rooms.

The Colorado Hotel & Lodging Association offers visitors the leading searchable database of travel accommodations and vacation lodging in Colorado, from the plains to the Front Range and from the Rocky Mountains to the Western Slope. For more information on CH&LA, visit www.coloradolodging.com.

All press releases and media materials, including high-resolution photography in a downloadable format, are available via www.kruzic.com.

* Sources: Energy Information Administration. "2003 CBECS Detailed Tables. Table C4A. Expenditures for Sum of Major Fuels for All Buildings, 2003." December 2006. 1 June 2007. Energy Information Administration. "2002 Energy Consumption by Manufacturers — Data Tables. Table 7.9 Expenditures for Purchased Energy Sources, 2002." 2002. 1 June 2007. Inventory of U.S. Greenhouse Gas and Sinks: 1990–2005. "USEPA #430-R-07-002, Table 2-16: U.S. Greenhouse Gas Emissions by Economic Sector and Gas with Electricity-Related Emissions." April 2007. 14 June 2007. From Table 2-16 US Greenhouse Gas Emissions by Economic Sector (CPPD Approved Source) Commercial Total CO2 = 1024.98 mmt Industrial - Electricity Related Only CO2 = 679.7 mmt Total CO2 = 1704.68 mmt Using US Climate Technology Cooperation Gateway Greenhouse Gas Equivalencies Calculator (CPPD Approved Source/ Calculator) 1704.68 Million Metric Tons CO2 = 304,951,699 vehicles; 10% reduction for Challenge = approximately 30 million vehicles (Source: EPA).

-end-