



## **MEDIA ALERT**

**For Immediate Release**

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### **ECO-FRIENDLY PRACTICES AT THE PFISTER HOTEL EARN “TRAVEL GREEN WISCONSIN” CERTIFICATION**

MILWAUKEE, Wis., Dec. 9, 2008 – Travel Green Wisconsin, a voluntary certification program that recognizes tourism businesses for reducing their environmental footprint through eco-friendly practices, has just announced that the historic Pfister Hotel has earned certification. Developed by the Wisconsin Department of Tourism, the Travel Green Wisconsin program is the nation’s first “green” travel program sponsored by a state tourism agency. Today more than 200 businesses have been certified.

The Pfister Hotel received a Travel Green Wisconsin score of 63 points, which was more than double the number of points required to earn the certification. Among the highlights from The Pfister’s checklist of eco-friendly practices: Compact fluorescent light bulbs are being used throughout the hotel; Energy Star light fixtures, windows and appliances have been installed throughout the hotel; low-flow bathroom fixtures have been installed in the guest rooms; and a linen reuse program, which allows guests the option of reusing towels and bedding, is in place.

In releasing the news, Tourism Secretary Kelli A. Trumble made the point that serving the needs of eco-aware travelers is not only the right thing to do, it’s good for business. “Sustainability and profitability need not be mutually exclusive,” Trumble said. “All signs point to a burgeoning consumer demand for green travel in the nation, and the Wisconsin tourism industry is poised to serve this niche

market, all the while continuing to grow tourism revenue for the state.” She went on to say that, “With our state’s history of land stewardship, it’s most fitting that Wisconsin lead the nation in this.”

To achieve certification, applicants must earn a minimum of 30 points from a checklist of basic requirements covering a wide range of “green” practices, including: waste reduction, reuse and recycling; energy efficiency, water conservation and wastewater management; air quality; wildlife and landscape; transportation; purchasing; and local community benefits. The Wisconsin Environmental Initiative, an independent third party, then evaluates and certifies Travel Green Wisconsin applicants.

Since it was launched statewide in 2007, Travel Green Wisconsin has garnered its share of national media coverage, with stories appearing in *USA Today*, the *Chicago Tribune* and *New York Times*, and on *CNN*. The program has certified more than 200 tourism businesses to date, including hotels, resorts, B&Bs, restaurants, retail stores, tour operators, nature centers, state parks, convention centers, golf courses, and a range of indoor and outdoor attractions. More information about Travel Green Wisconsin can be found at: [www.travelgreenwisconsin.com](http://www.travelgreenwisconsin.com)

Since 1893, The Pfister Hotel has combined world-class amenities with impeccable service. A member of the prestigious Historic Hotels of America and Preferred Hotels, The Pfister has been named to *Condé Nast Traveler’s* Gold List of “World’s Best Places to Stay,” voted “World’s Best Business Hotel,” by *Travel + Leisure*, and awarded a Four-Diamond designation by AAA for the past 32 years. The 307-room landmark is located at 424 East Wisconsin Avenue, Milwaukee, Wis. For more information or to make reservations, call 414.273.8222 or toll-free 1.800.558.8222. Visit The Pfister Hotel’s Web site at [www.thepfisterhotel.com](http://www.thepfisterhotel.com)

#### About Marcus Hotels and Resorts

Marcus Hotels and Resorts, a division of The Marcus Corporation (NYSE: MCS), owns or manages a distinctive portfolio of 20 hotels, resorts and other properties in 10 states. Based in Milwaukee, Wis., the company owns eight hotels and resorts, and is a third-party manager for 12 hotels, resorts and other properties. For more information about Marcus Hotels and Resorts, visit: [www.marcushotels.com](http://www.marcushotels.com)

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