



**RENAISSANCE®**  
**HOLLYWOOD HOTEL & SPA**

**FOR IMMEDIATE RELEASE**

**February 19, 2009**

**EVEN MEETINGS ARE GOING GREEN AT  
THE RENAISSANCE HOLLYWOOD HOTEL & SPA**

*The Hotel Boasts Many “Green” Initiatives To Make Business Meetings  
And Big-Ticket Events More Environmentally Friendly*

**Hollywood, California** – You want a recycled pad and pen? How about a totally green hotel for that next big event in the City of Angels? In this city, “glamour” and “green” go together like Bogart and Bacall, and for meetings and conference planners who want to revel in a little of the LA-star power, all while helping save the earth, there’s never been a better time to explore the Renaissance Hollywood Hotel & Spa.

From now until December 31, 2009, planners can book a meeting or conference at the Renaissance Hollywood Hotel & Spa and the hotel will make a cash contribution in the name of the group to the Amazonas Sustainable Foundation to protect the Juma Reserve in the Amazon Rainforest of Brazil. The donation will equal 5% of the total cost of the group’s guest rooms. This option is available to groups booking ten or more guest rooms and for meetings held during select dates.

“This initiative is just one of many efforts we are proud of here, both at the Renaissance Hollywood and throughout the Marriott brand,” said Dan Shaughnessy, Director of Marketing at the Renaissance Hollywood Hotel & Spa. “With the environment a pressing issue on all our minds, we’re always looking for ways to improve the experience of our guests while also doing right by the planet.”

Guests are being encouraged to “green their hotel stay” by donating \$1 per night at the Renaissance Hollywood to offset the carbon generated by their stay, with a minimum donation of \$10. All donations from this initiative will also go directly to help protect the 1.4 million acres of rainforest in the Juma Reserve. Guests are encouraged to donate as much as they can to help preserve this valuable natural resource.

The hotel, of course, is doing its own part. Last year, the Renaissance Hollywood – known as a frequent choice by film and TV crews and for hosting some of the world’s most famous celebrities – recycled a total 35,428 lbs. of material. And that doesn’t even take into account the tons of paper recycled. That kind of result is only possible because the hotel has dedicated itself to recycle at every level of its operations.

The hotel has engaged a number of other environmentally focused efforts, all of which have led the EPA to award the hotel with its Energy Star label in 2008. The hotel replaced all light bulbs with energy-efficient bulbs, installed low-flow showerheads and toilets, introduced a water/energy-saving linen program, and constantly involves its workforce in various eco-volunteerism opportunities throughout the Los Angeles region. In addition, the hotel and Spa Luce recently introduced The Natura Water Purifying System, which provides the health and taste benefits of premium bottled water with the environmental benefits of tap water. To decrease the amount of fuel emissions in the air and provide their customers with hassle free traveling, the hotel also recommends that customers take advantage of the city's transportation system, the Metro Red Line, located just a few steps from the hotel.

The Renaissance Hollywood Hotel & Spa, located at Hollywood & Highland Center, a shopping and entertainment mecca and home to the Academy Awards® ceremonies, offers 632 distinctive guest rooms, 33 suites, and the unforgettable 3,500 square foot Panorama Suite. Awarded the ENERGY STAR® Label from the EPA in 2008, the property is well known as being a favorite of major production companies and business travelers alike, the Renaissance Hollywood Hotel & Spa embodies modern luxury accented by classic Hollywood charm, featuring the distinctive restaurant *Twist*, an outdoor pool overlooking the Hollywood Sign, world-class fitness center, catering by Wolfgang Puck, the new *Spa Luce*, and outstanding service savvy travelers have come to expect from the Renaissance brand name. Renaissance Hollywood Hotel & Spa, 1755 N. Highland Ave, Hollywood, CA 90028, (323) 856-1200, [www.renaissancehollywood.com](http://www.renaissancehollywood.com).

**CONTACT: Alpha Dog PR**  
Susan Hartzler  
(818) 998-6299  
[susan@alphadogpr.com](mailto:susan@alphadogpr.com)