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### **Pemberton Valley Lodge wins Best Green Business award**

(Pemberton, BC – March 1, 2012) The Pemberton Valley Lodge won the Best Green Business at the 2012 Small Business BC's Successful You Awards. The BC Hydro sponsored award was presented to General Manager David MacKenzie at the awards ceremony in Vancouver on February 28, 2012.

"The Pemberton Valley Lodge is a good example of how businesses can align environmental responsibility with core strategy and business success," said Jeff Chiu, Business Development and Partnership Manager at BC Hydro.

The 85-suite resort hotel took top honours in a field of nominees that included four other eco-friendly businesses, including two where recycling was the principal activity.

"We were in good company, which made receiving the award all the more meaningful," MacKenzie said. "We managed to prove that sound environmental practices are not only good for the planet, they're good for the balance sheet."

The Pemberton Valley Lodge is an industry leader when it comes to green initiatives. It was the first hotel in the region to join "Clean the World", a program that distributes recycled soap products to domestic homeless shelters and developing nations. The lodge has also substantially reduced its energy and water consumption, in part, through its participation with the BC Hydro Power Smart program.

Purchasing recycled paper products, reducing carbon emissions through sourcing supplies locally, using environmentally friendly cleaning products and employing strategies such as drying used towels for pool towels are a few of the many ways Pemberton Valley Lodge is upping its green game. And it's a game with winning results. The hotel's conservation and waste reduction measures have contributed to both the property's profitability and staff pride.

"Being recognized by Small Business BC supports our belief that a commitment to sustainability has to be one of the pillars of operating a modern successful business," says the GM, who developed the hotel policies with both hotel management and staff. "Our policies have been embraced by both staff and our guests."



## Judges Comments

*"The Pemberton Valley Lodge is good example of how businesses can align environmental responsibility with core strategy and business success. Congratulations!"* Jeff Chiu, Business Development and Partnership Manager, BC Hydro

*"David sees the economics and cost savings in striving to be a more 'green' hospitality business. Pemberton Valley Lodge has championed their environmental commitment not only from ownership and management but also through staff engagement and involvement. They have implemented initiatives toward energy efficiencies in almost every area of their operations".* Richard Sagan, Client Services Coordinator, Small Business BC

*"The Pemberton Valley Lodge clearly views sustainability as a key business strategy. Their attention to detail and continued improvement over the years makes them an excellent recipient of the award."* Lyle Perry, Client advisor, Climate Smart.

*"All applicants for the Green award were impressive in their dedication to reducing their environment footprint, the Pemberton Valley Lodge was the most organized in outlining their various programs and efficiencies in all their reduction programs."* Gary Webb, Business Service Officer, Small Business BC



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