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**THE PEABODY ORLANDO'S, "GREEN" INITIATIVES WINS THE  
FLORIDA GREEN LODGING ONE PALM DESIGNATION**

**ORLANDO, FLA. -- JUNE 30, 2009 --** Following an in-depth assessment of The Peabody Orlando's "Greener Peabody Program" by Florida's Green Lodging Program, the coveted One Palm Designation has been awarded to the landmark International Drive hotel.

"We would like to thank you and your 'Green Team' for all of the hard work and dedication involved in earning this designation," said Al Bender, Environmental Manager, Green Lodging Program, in a congratulatory letter to the hotel's management and staff. "You are truly environmental leaders in Florida's hospitality industry." As a certified One Palm Designated hotel, The Peabody Orlando will be promoted to the media and to the public through ongoing outreach efforts, including the Florida Department of Environmental Protection's (DEP) Green Lodging website, [www.dep.state.fl.us/greenlodging/](http://www.dep.state.fl.us/greenlodging/).

The leader of The Peabody Orlando's "Greener Peabody Program," Marshall Kelberman, rooms director, (407-345-4429, [Marshall.kelberman@peabodyorlando.com](mailto:Marshall.kelberman@peabodyorlando.com)), has worked tirelessly to promote the hotel's 'green' initiatives. "The Peabody's 'Green Team,' and, indeed, all of our Peabody associates, have been committed to our going 'green.'" Changes in how we operate our 'green' hotel require major contributions from all associates. This entire campaign is the result of our associates' extraordinary insight and dedication to our 'Greener Peabody Program.'"

Kelberman goes on to explain that his "Greener Peabody Program" has been fully operational throughout the \$450-million expansion of the hotel, projected for completion in late-2010. "With monumental construction going on at either end of the hotel, it has been 'business as usual' for us and for our guests. As we progress through this expansion, we are well-prepared to enhance these 'green' initiatives in the new space and seek our 'Two Palm' certification."

As part of its "green" initiatives, The Peabody works in partnership with the Clean The World organization, [www.cleanttheworld.org](http://www.cleanttheworld.org), providing partly-used, but luxurious Peabody soaps and shampoos, which are sterilized, re-processed, re-shaped and distributed to Third World nations, such as Haiti, where the simple act of hand washing can greatly reduce the spread of acute respiratory infection and diarrheal diseases. Another "Greener Peabody" initiative is Peabody's bottled water program. It is provided by Brazilian Springs, and bears the Peabody logo. Brazilian Springs donates 10% of its total gross sales to the Nature Conservancy for the Brazilian Rainforest Preservation Foundation.

"There is a huge awakening around the globe for the need to think 'green' and to conserve and preserve our beautiful blue planet, Earth," said Tony Aslanian, director of sales and marketing for The Peabody Orlando. "Our green initiatives are an essential contribution to the sustainability of our precious resources. The nation's meeting planners have made a huge commitment to the 'greening' of the meetings industry. We salute them, and support and share their 'green' aspirations and focus on corporate and social responsibility initiatives."

The Peabody Orlando is a Mobil *Travel Guide* Four Star, AAA Four Diamond property of Peabody Hotels within the portfolio of Peabody Hotel Group, based in Memphis, Tennessee.