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**FOR IMMEDIATE RELEASE**

**ECO-FRIENDLY PRACTICES AT WAUSAU'S JEFFERSON STREET INN EARN IT  
TRAVEL GREEN WISCONSIN CERTIFICATION**

**WAUSAU, Wis. (June 2010)** – Travel Green Wisconsin, a voluntary certification program that recognizes tourism businesses for reducing their environmental footprint through eco-friendly practices and the first of its kind in the country, has just announced that Jefferson Street Inn in Wausau, Wis. ([www.jeffersonstreetinn.com](http://www.jeffersonstreetinn.com)) has earned certification. For more information about Travel Green Wisconsin, a partnership of the Wisconsin Department of Tourism and the Wisconsin Environmental Initiative, visit [www.travelgreenwisconsin.com](http://www.travelgreenwisconsin.com).

According to Debbie Rice, general manager of the hotel, their highest scores came in the categories of recycling and energy efficiency. "We consider this commitment to green practices part of a much bigger picture, one of being a good neighbor and a responsible citizen of this community," said Rice. She also pointed out that the Jefferson Street Inn now has the distinction of being the only pet-friendly Travel Green Wisconsin hotel in the area.

The Jefferson Street Inn is an independent boutique hotel anchoring Wausau's downtown historic and artistic river district. It was built in 2005 with encouragement from the city to create a city center conference hotel. It offers 100 guest rooms, ample banquet and meeting space, an on-site restaurant, indoor swimming pool and fitness center. The address is 201 Jefferson Street and the toll-free number is 866-855-6500.

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 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 270 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.

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Jefferson Street Inn • 201 Jefferson Street, Wausau, WI 54403  
[www.jeffersonstreetinn.com](http://www.jeffersonstreetinn.com) • 866.855.6500