

FOR IMMEDIATE RELEASE

Contact:

Chad Udovich, General Manager
DoubleTree Hotel by Hilton Jackson
731-664-6900 / cudovich@cooperhotels.com

Doubletree Hotel by Hilton Jackson is the City's First Certified "Green" Hotel

Jackson, Tenn., April 7, 2011 – The Tennessee Hospitality Association has awarded the DoubleTree Hotel by Hilton Jackson its Tennessee Green Hospitality certificate for the hotel's conservation efforts. The association encourages lodging facilities statewide to become aware of their impact on the environment and take steps to reduce their carbon footprint while increasing their sustainability. In addition to being the first green certified hotel in Jackson, the DoubleTree Hotel is also only the second certified hotel in West Tennessee.

Currently there are 26 certified Tennessee Green Hospitality hotels statewide, including the DoubleTree Hotel by Hilton Jackson and four other DoubleTree Hotels owned by Memphis-based Cooper Hotels.

To qualify for the certification, hotels must meet rigid guidelines and undergo an audit by an independent environmental consulting company.

"The DoubleTree Hotel Jackson team is extremely proud to be the first hotel in Jackson to be green certified," said general manager Chad Udovich. "Hopefully, we will help inspire the many other hotels in Jackson, and statewide, to participate in the Tennessee Green Hospitality program."

The Tennessee Department of Tourist Development is also leading an effort to have hotels throughout the state become part of its Sustainable Tourism Initiative. The department has partnered with the Tennessee Hospitality Association in bringing attention to the need for a sustainable tourism industry.

For certification, hotels must have programs in place for recycling, energy efficiency, water conservation and waste reductions. Conserving energy includes utilizing high efficiency light bulbs, photo sensors and motion detectors. Equipment and computers must be EnergyStar rated. There must be efficient heating and cooling, an optional linen program for guests, a "green events" program, and a plan for continued improvement.

Located at 1770 Highway 45 Bypass, the DoubleTree Hotel by Hilton Jackson has 167 guest rooms and suites, 6,200 square feet of banquet and meeting space and Twist Midtown Grill & Bar. The hotel is convenient to the Carl Perkins Civic Center and Oman Arena, near Lambuth University, Lane College, Union University and Jackson State Community College. For more information on the DoubleTree Hotel by Hilton Jackson call 731-664-6900 or visit doubletreejackson.com.

###