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Contact: Jennifer McLaughlin
(714) 845-8492

THE WATERFRONT BEACH RESORT AWARDED LEADERSHIP LEVEL IN CALIFORNIA GREEN LODGING PROGRAM

Surf City Resort Achieves Leadership Level by California Green Lodging

Huntington Beach, California (Issue Date, 2011) – The Waterfront Beach Resort, a Hilton Hotel was recently certified by the State Of California’s Department of General Services as a Green Lodging establishment. Qualification for the achieved leadership level includes a comprehensive checklist and physical review of the property by state officials. Leadership Level Hotels are required to achieve a minimum field survey score of 300 and have written environmental policies in place that meet all seven of the California Green Lodging Program’s criteria.

The California Green lodging program encourages hotels to be aware of their impact on the environment and to take steps to reduce these impacts. The Waterfront Beach Resort, a Hilton Hotel, has demonstrated initiatives to promote pollution prevention practices through water conservation, energy efficiency, recycling practices, with an emphasis on a purchasing program that reduces carbon footprint delivery.

For years the Waterfront Beach Resort, has taken great pride in its sustainability efforts. It has completed a Southern California Edison retro commission review, and participates in SCE’s demand response program. It has an active “green committee” that consists of various department members working on different initiatives from large equipment investments, to local utility programs that encourage their guests to participate in these efforts.

Through capital expenditures the resort has strategically replaced outdated equipment and implemented technology to monitor efficiencies. “What started out to be an internal effort by all associates simply to do the right thing, has turned into an awareness by our guests and industry certifications such as the states green lodging program – at the leadership level” says JD Shafer, the resorts General Manager.

The resort is an Energy Star Partner, and was included in a consulting project through California State University which resulted in validation and new proposed opportunities. The resort also works closely with the city’s tourism bureau to promote its many accomplishments. Specific initiatives can be found on its website at <http://www.waterfrontresort.com/experience/green-initiatives>.

About The Waterfront Beach Resort

The Waterfront Beach Resort, a Hilton Hotel is located in Huntington Beach and overlooks 8.5 miles of pristine beaches with panoramic views of the Pacific Ocean. The resort has recently completed a \$10 million renovation and has earned the AAA Four-Diamond rating for 19 consecutive years. The Waterfront Beach Resort is located at 21100 Pacific Coast Highway, Huntington Beach, California. To make room reservations, call 714-845-8000, or visit www.waterfrontbeachresort.hilton.com for more information.

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