



## FOR IMMEDIATE RELEASE

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**KIMPTON LAUNCHES NATIONAL EARTHCARE WEEK CELEBRATION**  
*Free Eco-Inspired Events, Amenities, Promotions, Bites and More*  
*at 51 Hotels and 54 Restaurants Across the Country*

SAN FRANCISCO, Calif., March 3, 2011 – Honoring its 30 year commitment to environmental responsibility and care, Kimpton Hotels & Restaurants is bringing Earth Day to new heights with the launch of Kimpton EarthCare Week, from April 15 – 22, 2011. From pop-up eco art exhibits to organic spa packages and recycling drives, this national celebration builds upon Kimpton's devotion to environmental responsibility and will inspire guests to give back to local communities when they stay, eat and play with Kimpton. Local community members, hotel guests and restaurant diners can participate in Kimpton EarthCare Week events and offers in 23 cities nationwide, including:

- Pop-Up Eco Art Exhibits: Select Kimpton hotels will partner with local artists to create pop-up exhibits in hotel lobbies that feature incredible works of art made from recycled materials. Artists will be on hand at scheduled wine hours during Kimpton EarthCare Week to discuss their work with guests and visitors.
- National Eco Step Challenge: All Kimpton hotels will make available pedometers at the front desk and challenge guests (and their pets) to pound the pavement and rack up steps to win playful prizes at wine hour, daily during Kimpton EarthCare Week.
- Lights Out Power Hours: All Kimpton hotels will host wine hour by candlelight to conserve energy for two hours on Earth Day, April 22.
- Farmer's Market Foraging: Select Kimpton Restaurant chefs will offer farmer's market excursions and cooking demonstrations that celebrate the season's bounty. Diners can like their favorite Kimpton Restaurants on Facebook for information about upcoming EarthCare Week events.
- Recycle Round-up: To kick off the "Recycle Round-up" and spur participation, Kimpton employees will dress up in cowboy attire and invite the community to lasso up their

unwanted computer equipment and bring them to recycle centers at designated Kimpton hotels on April 18 – 20 between the hours of 8 a.m. – 5 p.m.

- Earth Day Fundraising Events: On April 21, many Kimpton hotels in more than 20 cities across the country will host eco-themed events to raise funds for Kimpton's longtime non-profit partners, The Nature Conservancy and Trust for Public Land.
- Organic Restaurant Menus: During Kimpton EarthCare Week, every individual Kimpton restaurant will offer its own special organic menu highlighting local ingredients and flavors.
- Community Eco Audit: On April 20, Kimpton engineers and eco champions in every Kimpton city will work with local organizations such as schools, Boys and Girls Clubs of America and other youth organizations or community centers to perform an eco audit of the facility and offer tips and recommendations for how to make the facility more environmentally friendly, from recycling to conserving energy.

Additionally, guests can take advantage of the following promotions throughout the entire month of April:

- "Ohhh So Organic Massage" Package: From April 1 – May 1, 2011, travelers can book an overnight stay and a 50-minute in-room signature organic Kerstin Florian massage (\$135 value) for just \$50 more than the best available rate (use OHHH booking code).
- Mind.Body.Spa Specials: Guests may take advantage of a 20 percent discount on all in-room spa treats for the entire month of April.

"At Kimpton, every day we devote time and energy to caring for the earth and our local communities," said Niki Leondakis, president and chief operating officer at Kimpton Hotels & Restaurants. "This year, we're pleased to encourage friends, guests and diners to join us for one or more of the many EarthWeek events and activities taking place in our hotels and restaurants nationwide and help us preserve the future of our planet."

Kimpton's innovative EarthCare initiatives date back to the company's inception in 1981 and include several industry firsts such as in-room recycling bins and the use of non-toxic cleaners brand-wide. Diners at Kimpton restaurants have access to increased sustainably produced wine selections on menus, can take advantage of in-house purified water through a national partnership with Natura® and enjoy sustainable seafood dishes in accordance with Monterey Bay Aquarium's Seafood Watch program. In 2010, under the direction of master sommelier Emily Wines, Kimpton introduced a Wines on Tap program at restaurants across the country to provide fresh wine by the glass, strengthen relationships with local vineyards, conserve corks and reduce waste. New initiatives that were recently added to Kimpton's more than 100 daily

environmental practices include converting certain paper products to Fiberstone, a tree-free, water-free, natural paper alternative and converting to printer ink with a 70/80 ratio of bio-renewable content (higher BRC than soy ink).

To learn more about Kimpton EarthCare Week events and happenings, visit [www.KimptonHotels.com](http://www.KimptonHotels.com). To learn more about Kimpton Hotels & Restaurants, please visit [www.lifeissuite.com](http://www.lifeissuite.com), [www.Facebook.com/Kimpton](https://www.Facebook.com/Kimpton) and [www.Twitter.com/Kimpton](https://www.Twitter.com/Kimpton).

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#### **ABOUT KIMPTON HOTELS & RESTAURANTS**

San Francisco-based Kimpton Hotels & Restaurants, a collection of boutique hotels and chef-driven restaurants in the US, is an acknowledged industry pioneer and was the first to bring the boutique hotel concept to America. Founded in 1981 by Bill Kimpton, the company is well-known for making travelers feel welcomed and comfortable while away from home through intuitive and unscripted customer care, stylish ambience and having a certain playfulness in its approach to programs and amenities. Each hotel provides a range of exciting culinary experiences through locally-loved, top-rated, destination, chef-driven restaurants. Kimpton leads the hospitality industry in ecological practices through its innovative EarthCare program that spans all hotels and restaurants. Market Metrix, a recognized authority and leader in feedback solutions, consistently ranks Kimpton above other hotel companies in luxury and upper upscale segments for customer satisfaction. Privately held Kimpton operates 51 hotels and 54 restaurants in 16 states. For more information visit [www.KimptonHotels.com](http://www.KimptonHotels.com) or call 1-800-KIMPTON.