



RENAISSANCE HOLLYWOOD HOTEL SERVES ENVIRONMENTALLY FRIENDLY WATER TO THIRSTY GUESTS

*Property Continues Green Commitment With Natura Water Purifying System
Developed In Italy*

Hollywood, California – The California Department of Conservation reports that billions of empty plastic water bottles are causing serious environmental problems. More than 1 billion of them wind up in the trash in California each year. That translates into nearly 3 million every day. The raw materials from those bottles could be used to make 74 million square feet of carpet, 74 million extra large T-shirts or 16 million sweaters, among other things. Instead, they are swallowing landfill space, increasing air pollution and destroying the ozone layer.

The Renaissance Hollywood Hotel is doing its part to stop the madness. The hotel is stepping up its efforts to protect the environment with an alternative to plastic water bottles that will be in place before this year's Oscar Ceremony. Water will be available in glass bottles that will be reused time and time again. These bottles will be sanitized after each use as part of a system that provides an environmentally-friendly alternative to the waste associated with the manufacture, transport and disposal of conventional bottled water.



The Natura Water Purifying System offers the health and taste benefits of premium bottled water with the environmental benefits of tap water. It is based on proprietary technology that eliminates impurities while retaining healthy, thirst-quenching minerals. This unique approach to “*gourmet water*” was developed in Italy, where water, like wine, is considered an essential part of every meal.

Italy has the world's highest per capita consumption of premium water – twice as high as in the US. Italians pay exceptionally close attention to the characteristics and taste of their water, and even match it to their wine and food selections.

Meeting room note pads will also be on recycled paper

starting next month. The Hotel has received the ENERGY STAR® Label from the U.S. Environmental Protection Agency (EPA) four years in a row now for its efforts to conserve water and energy and protect the environment.

The Renaissance Hollywood Hotel, located at Hollywood & Highland Center, a shopping and entertainment mecca and home to the Academy Awards® ceremonies, offers 637 distinctive guest rooms, 33 suites, and the unforgettable 3,500 square foot Panorama Suite. Awarded the ENERGY STAR® Label from the EPA in 2008, the property is well known as being a favorite of major production companies and business travelers alike, the Renaissance Hollywood Hotel embodies modern luxury accented by classic Hollywood charm, featuring the distinctive restaurant *Twist*, an outdoor pool overlooking the Hollywood Sign, world-class fitness center, and outstanding service savvy travelers have come to expect from the Renaissance brand name. Renaissance Hollywood Hotel, 1755 N. Highland Ave, Hollywood, CA 90028, (323) 856-1200, www.renaissancehollywood.com.

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