



NEWS RELEASE

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Travel Portland Achieves Climate Champion Designation
Agency is one the first 17 Portland businesses to earn this recognition

Portland, Oregon - August 19, 2010 - Travel Portland today announced that it has become the 17th local business to earn the new "Portland Climate Champion" recognition from the City of Portland's BEST Business center. This honor is reserved for businesses that have taken comprehensive, concrete actions to reduce their carbon emissions. To attain the designation, Travel Portland staff completed the Climate Champion application and demonstrated the organization's carbon reduction efforts during an on-site verification visit with the BEST Business Center's sustainability advisors.

"I'm very proud Travel Portland has achieved this recognition," said Jeff Miller, president and CEO of Travel Portland. "We believe that our efforts, both large and small, make a difference to both Portlanders and the planet. We are fortunate to live in a city that values sustainability and has created the infrastructure for businesses like ours to make a difference."

Travel Portland's efforts include improving the energy efficiency of its business operations, providing alternative transportation options for employees and implementing a robust waste reduction and recycling program. In addition, Travel Portland works with its partner businesses and meeting planners to encourage more sustainable operations throughout the tourism and hospitality industry.

"Congratulations to Travel Portland on becoming a Portland Climate Champion," said Mayor Sam Adams. "We appreciate the organization's leadership in taking a comprehensive approach to reducing its carbon emissions. Travel Portland's initiative serves as a model for our business community and its efforts support the City of Portland's goals toward dramatically reducing carbon emissions, as outlined in the City's Climate Action Plan."

Travel Portland is the official destination marketing organization for the city of Portland, Oregon. Its mission is to strengthen the local economy by marketing the Greater Portland region as a preferred destination for meetings, conventions and leisure travel. For more information on Travel Portland, visit www.travelportland.com.

The City of Portland's BEST Business Center streamlines access to financial incentives and technical assistance for greening business operations. These services are tailored to help each business conserve resources, improve efficiency, save money and provide a healthy and quality workspace for employees.

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