



VirginiaGreenTravel.org

## Virginia Green Announces the Winners of the 2<sup>nd</sup> Annual **Green Travel Stars** Awards Program

*Virginia Green* is the state's campaign to promote green practices in tourism. It is a voluntary, recognition program that is run through a unique partnership between the Virginia Tourism Corporation, the Virginia Department of Environmental Quality, and the Virginia Hospitality & Travel Association. Started in 2007, Virginia Green now has more than 1200 participants, including hotels, restaurants, attractions, conference centers, visitor centers, wineries, parks, campgrounds, and many other supporting organizations. The following awards were announced on October 25, 2012 in conjunction with the [VA-1 Tourism Summit](#) at the Richmond Marriott in downtown Richmond.

### Green Travel Star Award: **Green Programs of the Year**



#### **The Greater Richmond Convention Center**

The GRCC has been a registered *Virginia Green Conference Center* since 2008 and it works every year to implement additional projects and improve procedures with the goal of decreasing the overall environmental impacts of its operations. This past year, the GRCC

significantly increased the effectiveness and visibility of its Recycling program by adding new recycling containers throughout the entire facility and by working with each event to provide customized recycling solutions. In the area of waste reduction, the GRCC implemented various product and practice changes including the use of coreless paper products, high recycled content paper products, green cleaning products, and technologies such as their new cleaning system that uses ionized water in lieu of chemicals. All water fixtures have now been converted to low- or ultra-low flow and the filtered water system allows the promotion of water pitchers versus water bottles. Energy conservation projects included lighting retrofits, replacement upgrades to various appliances and monitors, and increased automation through the energy management system which allows temperature, lighting, and systems management during all down times. These upgrades have resulted in overall decreases in utility usage and costs.

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#### **Cooper Vineyards (Louisa, VA)**

Cooper Vineyards has been registered as a *Virginia Green Winery* since 2010. This past year, its new tasting room earned LEED Platinum certification, which is awarded only to those facilities that meet the highest rated standards in green building technology. The building features: solar panels that provide more than 15% of the building's power; an ultra-efficient geothermal HVAC; rainwater harvesting that

is used for irrigation and for flushing toilets; extensive use of reclaimed and locally sourced materials; and energy efficient windows and insulation. The vineyard produces award-winning wines and attempts to minimize chemical usage and wastes wherever it can. Cooper Vineyards also hosts various festivals,



music, weddings, and parties throughout the year; and the facility works to reduce wastes, recycle, and even compost food wastes whenever possible.

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## Green Travel Star Award:

### *Innovative Green Projects of the Year*



#### **RainKeepers. The Science Museum of Virginia (Richmond, VA)**

The Science Museum of Virginia has been a *Virginia Green Attraction* since 2010. It describes its *Rainkeepers* project as “an urban retrofitting, demonstration, monitoring, training and certification program” - and all focused on reducing the quantity and impacts of stormwater runoff. It was developed to reinforce

the Museum’s commitment to expanding eco-friendly practices onsite and within the community. The project utilizes key partnerships with ten like-minded organizations that have assisted the Museum in the development and implementation of a series low-impact development (LID) stormwater management practices. Projects include replacement of a half acre of asphalt parking with pervious pavement; installation of bio-retention area to capture run-off; a rainwater harvesting system that captures roof runoff and pumps it to a holding tank that provides water to irrigate the Museum’s urban farm project; a BayScapes project that showcases native and drought-tolerant vegetation; installation of a green roof around the IMAX Dome; and the installation of tree-box stormwater filters. Moreover, the Museum is working with all of its partners and program staff to develop educational programming that promotes the effectiveness of these individual projects in preventing stormwater runoff and contamination.

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#### **Go Green With Wolf Trap! Wolf Trap Foundation for the Performing Arts (Vienna, VA)**

The nonprofit Wolf Trap Foundation for the Performing Arts works together with the National Park Service in a model public/private partnership to operate Wolf

Trap National Park for the Performing Arts, which has been a registered *Virginia Green Attraction* since 2009. Wolf Trap Foundation for the Performing Arts has long been committed to sustainability and plays a leadership role in the performing arts industry as one of the first performing arts organizations in the country to implement a formal Go Green program. The Foundation is committed to sustainability and focuses on reducing its environmental impact each year, and inspiring other arts organizations toward sustainability. Since 2007, Wolf Trap’s landfill diversion has increased by 50%, energy usage decreased by 23%, and overall carbon footprint has decreased by 20%. In 2011, Wolf Trap decided to make an even more significant impact by focusing its efforts on impacting the lives of the 500,000 patrons who attend concerts and events at the Filene Center at Wolf Trap National Park each year. *Go Green With Wolf Trap* actively shares the facility’s waste reduction and energy and water saving efforts with visitors to inspire and challenge them to make changes in their lives to help the environment. The *Go Green With Wolf Trap* campaign consists of educational programs, signage, and announcements during performances. One of the most successful efforts has been the outreach effort entitled “The Green Spot”, which has been held in conjunction with more than a dozen performances, featuring environmental efforts at the park and within the community.

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## Green Travel Star Award:

### *Green Supplier of the Year*



## Signs By Tomorrow (Richmond, VA)

Signs By Tomorrow in Richmond is a franchised printing company that has locations nationwide and specializes in rapid job turnaround. The locations in both Richmond and Virginia Beach are registered with the *Virginia Green Suppliers Network*, and the Richmond store routinely produces printed materials for the Virginia Green program including all of the Virginia Green Event banners (on recycled, corrugated plastic) and the logo placards. Signs By Tomorrow offers a wide array of recycled-content and recyclable substrates including paper, PVC-free banner material, aluminum, and wood products. The Richmond store has eliminated the use of solvent-based inks and uses only latex and UV ink technologies. The staff consults with each customer to meet their needs, but encourages green and durable products to reduce wastes and environmental impacts. Signs By Tomorrow actively recycles all materials and encourages customers to return used banners and other products for recycling. Signs By Tomorrow also issued one of the first “Members Only” offers, which is the VGSN’s initiative to offer deals and discounts directly to Virginia Green participants.



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## Additional Participants Recognized as Green Travel Leaders

Only a limited number of “Green Travel Star” awards are given each year. However, Virginia Green received many wonderful applications from its members detailing their green practices that were also “award-worthy”. The following organizations are also being recognized as “Green Travel Leaders” in the Virginia Green program for their outstanding efforts:

- ASAE Foundation (Washington, DC)
- Captain George’s Seafood Restaurant (Virginia Beach)
- Carolina Cupcakery (Chesapeake)
- Clay Corner Inn (Blacksburg)
- Courtyard Alexandria Pentagon South
- Crestline Hotels & Resorts (19 hotels statewide)
- Cuisine & Company (Virginia Beach)
- Hilton Garden Inn – Richmond Downtown
- Hyatt Regency (Reston)
- Lansdowne Resort
- North Gate Vineyard (Purcellville)
- Stevenson Ridge Bed & Breakfast (Spotsylvania)
- The Inn at Tabbs Creek (Port Haywood)
- The Union Jack Pub & Restaurant (Sperryville)
- The Westin Richmond
- The Virginia Aquarium (Virginia Beach)
- Wild Wolf Brewing Company (Nellysford)
- Virginia Beach Convention & Visitors Bureau

Sponsored by:



For more information, contact Tom Griffin at 804.986.9119; [VirginiaGreen@Virginia.org](mailto:VirginiaGreen@Virginia.org).



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