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THE CHARLES HOTEL CELEBRATES EARTH DAY

Cambridge Hotel Lowers Temperature by One Degree; Hotel Bike Program Returns

CAMBRIDGE, MA (April 22, 2010): Today [The Charles Hotel](#), Harvard Square, celebrates Earth Day by launching a campaign to adjust room temperature by one degree in all guest rooms and public spaces. By making a one degree thermostat adjustment today, the hotel can reduce carbon emissions by as much as 400 lbs. per person.

“Each year we strive to do better by the environment. We are a large operation and know we can make a difference, and make it our duty to do so,” states **General Manager Alex Attia**.

The Hotel is also encouraging its guests to participate by sharing their personal green lifestyle choices through [Facebook](#), [Twitter](#) and at check-in, which the hotel will post via Twitter @CharlesHotel.

As a recipient of the 2009 “*Good Earthkeeping Award*” by the Massachusetts Lodging Association, The Charles Hotel has continually makes smart decisions about its long dedication to being “green.”

On Earth Day 2009, The Charles Hotel launched a garage “Juice Bar,” which is a complimentary service for parkers that electrically charges cars within two to four hours. As an added service, the “Juice Bar” keeps an extensive inventory of back-up adapters on hand for popular EV models for guests who may have left them behind.

The Hotel’s vigorous recycling program in 2009 translated into 1,164 Adult trees saved; 1,091 Cubic Yards of Landfill Space saved; 1,449,112 Kilowatts of Electricity or 883 Barrels of Oil saved; and 145 metric tons of carbon emissions avoided (equivalent to removing 117 cars from the road for the year).

Additionally, The Charles Hotel **Bike Program** returns with its **six Electra Amsterdam Classic Bicycles** equipped with shopping baskets, which is complimentary for hotel guests.

About The Charles Hotel

The Charles Hotel, Harvard Square is the smart place to stay. Located just minutes from downtown Boston and a variety of world-class attractions, The Charles is a AAA Four Diamond Hotel and a proud member of [Preferred Hotels and Resorts](#).

Reflecting the eclecticism that is Cambridge, The Charles Hotel is a modern interpretation of New England hospitality with a thriving jazz club, the [Regattabar](#), two signature restaurants, ice-skating rink (winter months only), state of the art conference facilities and a central location in the heart of Harvard Square. The hotel is home to [Henrietta's Table](#), featuring "fresh and honest to goodness home cooking," and recently named one of "Americas Best Farm to Table Restaurants" by *Gourmet*, and [Rialto](#), one of the best restaurants in America [*Gourmet, Food & Wine, Esquire, et. al.*] [Noir](#), the hotel's chic, cozy bar, serves classic cocktails mixed to perfection and sultry signature drinks.

With recent recognition in *The Wall Street Journal, Travel + Leisure* and *Boston magazine*, The Charles Hotel has earned its reputation as a leading independent hotel. As the winner of the "Good Earthkeeping Award" by the American Hotel and Lodging Association, the Hotel provides a garage "Juice Bar" for electric cars, as well as a nanoMAX™ small car detection system. Catering to internationally renowned business leaders, government officials, entertainment executives and leisure travelers alike, it's no wonder that the *New England Travel Guide* has designated The Charles as the best hotel to "stay put in" when visiting Boston.