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**THE CHARLES HOTEL LAUNCHES GREEN TIP OF THE DAY**  
*Cambridge Hotel Celebrates Earth Day 2011 with Enhanced Green Campaign*

**CAMBRIDGE, MA** (March 10, 2011): This April, in honor of **Earth Day**, [The Charles Hotel](#) launches the **Green Tip of the Day** campaign to benefit its guests, [Facebook](#) fans and [Twitter](#) followers. Pulling from a variety of environmentally-friendly tips and tidbits, the Hotel will provide a daily fact or suggestion throughout the month of April, and it will be communicated through guestroom welcome screens, elevator screens, iPads at check-in, and social media. A few examples include:

- *The Charles Hotel and its outlets sort all waste, and anything biodegradable or compostable is picked up by Save That Stuff, a local compost service.*
- *Three-fourths of all garbage that the average American throws away is compostable. To help the environment,, start a compost bin at home for fruits, vegetables, peels, skins, leaves, shells, tea bags, and coffee grinds.*

In addition, this year the Hotel joined a **cork recycling program**, [ReCORK](#), which allows the Hotel and its outlets to recycle wine bottle corks in a box housed at in-house restaurant, [Rialto](#).

The Charles Hotel's Green Tip of the Day campaign follows an annual tradition of the green-minded Hotel launching a green initiative in honor of Earth Day. For Earth Day 2010, the Hotel **adjusted the temperature by one degree** in all guestrooms and public spaces, which it will do again this year as well, and, in 2009, revealed a garage "**Juice Bar**," a complimentary service for parkers that electrically charges cars.

"Our hope is to inform each visitor to The Charles Hotel of simple ways they can bring our green initiatives into their daily routine," says **General Manager Alex Attia**. "If our guests leave knowing how they can apply our efforts at home, even if it is on a smaller scale, the overall results will be that much greater."

As the winner of the “**Good Earthkeeping Award**” by the [American Hotel & Lodging Association](#), The Charles Hotel implements a guestroom green program, recycles, composts, uses environmentally-friendly products and, in 2009, introduced a nanoMAX™ small car detection system and complimentary tire inflation station, within its parking garage. The Hotel’s vigorous **recycling program** in 2010 translated into 1,137 adult trees saved; 2,148 cubic yards of landfill space saved; 1,414,237 kilowatts of electricity or 883 barrels of oil saved; and 145 metric tons of carbon emissions avoided (the equivalent to removing 113 cars from the road for the year).

To celebrate the arrival of spring and everything “green”, the Hotel has created the **Down to Earth Package**. The package includes:

- Overnight accommodations in a deluxe guestroom, featuring custom signature quilts and sumptuous down duvets, Séura® in-mirror televisions, and Bose Wave® radios.
- Signed copy of Chef Peter Davis’ cookbook, *Fresh & Honest*. In 2010, Chef Peter Davis of [Henrietta’s Table](#) at The Charles Hotel was named “Sustainer of the Year” by [Chefs Collaborative](#).
- Use of the Hotel Bike Program, which features Electra Amsterdam Classic Bicycles, along with helmet, map of the city and U-style lock and key.
- Breakfast in bed provided by room service or breakfast for two in the hotel’s restaurant, [Henrietta’s Table](#), excluding Saturday/Sunday brunch.

The [Down to Earth Package](#) starts at \$299 per room, per night, based on double occupancy, not including taxes and gratuity. The package is valid seven nights a week, based on availability, from **April 22, 2011 – June 30, 2011**.

#### **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” home cooking, and [Rialto](#), recognized by one of the best restaurants in America by *Gourmet, Food & Wine* and *Esquire*. [Noir](#), the hotel’s chic, cozy bar, serves classic cocktails mixed to perfection and sultry signature drinks. With frequent recognition in *The Wall Street Journal, Travel + Leisure* and *Boston magazine*, The Charles Hotel has earned its reputation as a leading independent hotel. In 2011, the Hotel was recognized by *Travel + Leisure* in the annual World’s Best Survey as one of the [500 Top Rated Hotels](#) and as one of the top 25 [World’s Best Business Hotels](#) in 2010. 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.

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