



**Press Release**

**For immediate release**

## **The Château Bonne Entente takes an EcoResponsible turn**

Quebec City, April 29, 2009-The Château Bonne Entente is proud to be participating in the launch of the Quinzaine du commerce équitable 2009 (2009 Fair Trade Fifteen). And it's not by chance that everyone is gathering at this 5-star and 4-diamond hotel to celebrate this event. That's because, during recent months, the Château Bonne Entente has taken an important Eco-Responsible turn that is both social and environmental. The hotel has already begun to offer its distinguished clientele coffees from Colombia, Nicaragua and Peru that have been fair-trade certified by Transfair Canada. Their delicious coffees are also certified as organic by Québec Vrai. As part of its commitment to developing a better world, the Château Bonne Entente will also be offering fair-trade flowers and certified fair-trade wines from Chile, Argentina and West Africa. Organic and carbon-neutral wines are also on the list.

And that's not all. To reduce the ecological footprint of its activities, the Château Bonne Entente has, since last year, been sorting, at source, all the residual materials produced within its walls. The hotel recovers recyclable materials generated by every area of its operations. The staff also collects organic materials remaining after meal preparation and consumption for composting. The Château Bonne Entente is also delighted to be participating in the City of Quebec's composting pilot project. In the kitchens, Chef Marie-Chantal Lepage says that employees are very much on board, "They were very receptive. It's just a matter of discipline. What used to be the huge garbage container is now filled with recyclable material for composting. It's a complete change!"

In only 6 months, they have succeeded in reusing 60% of the residual materials produced. This means that from now until the end of 2009, some 95 tonnes (190,000 pounds) of residual materials will have been reused instead of being burned in the municipal incinerator. The goal is to bring that reuse rate to over 70% within the next two years.

According to the hotel's General Manager, Alain April, "Simple measures, such as using paper that is made from 100% post-consumer recycled fibre, will enable the Château Bonne Entente, in 2009 alone, to save some 66 trees as well as 180,000 litres of water, the equivalent of a shower that is 8 and a half days long. The installation of low-flush

ecological toilets and waterless urinals in our TERZO and URBANIA wings will enable us to save another 450,000 litres of water.”

He goes on to say, “This year, we will also be completing our bold program to increase our energy efficiency, notably by replacing all our incandescent lighting with compact fluorescent or LED bulbs that consume a lot less energy.”

Strongly committed to this new turning, the Château Bonne Entente will be intensifying its efforts over the next few months and, today, is proud to launch its EcoResponsible, or if you prefer, “zero-waste, carbon-neutral,” packages that will not only enable seminar, conference, exhibition and wedding organizers to minimize their event’s environmental impact but also, and even more importantly, to maximize its positive impacts. Everything possible will be done to reduce, at source, greenhouse gas (GHG) emissions created by the transportation of participants, thanks to a partnership with Amigo-Express to orchestrate car-pooling by conference attendees. Clients will also have the opportunity to offset GHG emissions by participating in the Unisféra International Centre’s Planetair compensatory carbon credits program. Last, but not least, the hotel will avail itself of a large selection of Quebec, regional, local, organic and fair-trade products that can be integrated into our banquet menus upon request. During the course of the next few years, an EcoResponsible purchasing policy will be developed to prioritize buying sustainable, locally produced or fair-trade, minimally packaged, recycled and recyclable products.

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