

FOR IMMEDIATE RELEASE

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San Francisco's Hotel Serrano - A Kimpton Hotel Awarded the Prestigious Green Eco-Leaf Rating

Hotel Serrano - A Kimpton Hotel has earned a 3 Green Eco-Leaf Rating this week by completing a 70 point comprehensive eco-audit survey administered by iStayGreen.org - the online social network of environmentally friendly travel.

San Francisco, CA December 17, 2008 - Hotel Serrano - A Kimpton Hotel becomes the 1st lodging property in San Francisco, CA to receive the Green Eco-Leaf Rating. Currently 30 [hotels in San Francisco](#) (<http://www.istaygreen.org/getcityus.cfm/city/San Francisco/st/CA>) have been rated environmentally friendly, and Hotel Serrano - A Kimpton Hotel is the 1st to complete the comprehensive environmental audit administered by iStayGreen.org. The property earned 3 Green Eco-Leafs, which is a "Great" rating.

All Green Eco-Leaf Rated properties are committed to environmentally friendly initiatives California Green Lodging Program - levels. Richard Varner, founder of iStayGreen.org states: "Simple changes helped Hotel Serrano - A Kimpton Hotel earn their 3 Green Eco-Leaf Rating and become the 1st San Francisco lodging property rated. It's great to see they're intent on insuring a more sustainable future in travel."

To insure a more sustainable future some of the eco-initiatives put in-place at the property include: an on-site Green Team has been created - low energy lighting initiatives are in-place - energy efficient lighting is installed when replacing old lighting - sheets reuse option for multiple night stays - towels reuse option for multiple night stays - eco-initiatives are actively promoted to the public - eco-incentive programs have been created for staff - water conservation initiatives are in-place - water conserving devices are installed when replacing old fixtures - low water consumption landscaping has been installed - recycle containers are located inside guestrooms - recycle containers are located around the property common areas - reusable food & beverage service is used in lieu of disposable service items - compostable disposable service items are utilized - recycled paper products (bath tissue, facial tissue, paper towels, napkins, etc) are utilized - environmentally friendly chemicals are used in cleaning - environmentally friendly detergents are used for laundry - environmentally friendly chemicals are used for carpet cleaning - the entire property is non-smoking - low VOC materials (paint, adhesives, air freshener, carpet) are used at the property - plus much more. The complete audit can be viewed at [Hotel Serrano - A Kimpton Hotel Environmental Self-Audit](#) (<http://www.istaygreen.org/ecoaudit.cfm/hid/10229337>).

The lodging industry recognizes the need to create a sustainable future for travel. While the Hotel Serrano - A Kimpton Hotel is the 1st San Francisco property to achieve the Green Eco-Leaf Rating, it is anticipated that many other properties in the area that are promoting eco-friendly initiatives also will seek to be rated. This eco-rating allows the public to know the specific environmental initiatives in place at a property, which enables the environmentally conscious traveler to make informed lodging decisions.

For additional information about Hotel Serrano - A Kimpton Hotel contact them at (800) 546-7866. To find out how a property can earn the Green Eco-Leaf Rating, contact Richard Varner at 602-864-5553 or visit <http://www.iStayGreen.org>.

About Hotel Serrano - A Kimpton Hotel:

Our San Francisco luxury hotel embodies the spirit of the city. A beautifully restored 17-story Spanish revival building in the heart of downtown, the Serrano Hotel offers a sense of fun and escape from the ordinary, while symbolizing everything San Francisco.

Located at Taylor and O'Farrell Streets, our San Francisco boutique hotel provides an excellent starting point for all the City's goings-on - just three blocks from Union Square and the Theatre District, five blocks from Moscone Convention Center and a ten-minute cab ride to the Financial District.

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About iStayGreen.org:

With iStayGreen's rapidly growing searchable directory of 100,000 lodging properties and over 3,000 already Green Eco-Leaf Rated, it's easy for anyone to quickly locate and compare "Green" lodging worldwide. To earn a Green Eco-Leaf Rating, hotels must complete a thorough self-audit, and then are rated based on their eco-initiatives. The site also provides an effective way for hotel owners and operators to promote all of the good "Green" things they are doing. Visitors to the site can create their own profiles, add friends, recommend properties, upload photos, form groups, create and respond to forum threads, make reservations, and add comments and reviews to hotel profiles.

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