

Howard Johnson Canada goes green in 2008

Oakville, ON (February 26, 2008) – Howard Johnson Canada announced today their dedication to becoming more ecologically friendly by committing to have all Canadian properties complete the Hotel Association of Canada’s Green Key Eco-Rating program by September of 2008.

“The importance of being eco-friendly in today’s society is astronomical,” stated Howard Johnson Canada President, Glen Blake. “The Green Key program is a great way for hotels to see how environmentally friendly they currently are, and allows them to identify where improvements can be made.”

The Green Key Program uses an on-line audit system to rate a hotel’s environmental performance. Hotels then receive a Green Key rating of between 1 and 5. Howard Johnson Canada has set a target for all properties to achieve at least a 3 Key rating.

“We’ve decided that as a brand we want to pass our “Fresh Approach” along to our guests and becoming more environmentally conscious is the perfect way for us to start,” Blake said. “We plan on taking a major step forward in 2008 by creating an eco-friendly environment for our guests.”

Howard Johnson Canada has already introduced brand-specific linen and towel conservation cards and has implemented mandatory recyclable stationary in all guest rooms.

“These are just the first few steps for us,” Blake continued, “we have some very exciting plans in the works.”

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For more information or to set up an interview with Glen Blake please visit www.IGOHJOJO.ca or contact Emily Kinread at: 905-829-4002 or ekinread@howardjohnson.ca

Howard Johnson Canada Franchise Systems Limited is an Oakville, Ontario based company, dedicated to the development, support and success of current and prospective Howard Johnson properties across Canada. Our success in attaining collective goals is a result of the dedication to quality and service within each of our Howard Johnson properties across Canada.