

**MEDIA CONTACT:
FOR IMMEDIATE RELEASE**

**ECO-FRIENDLY PRACTICES AT Bike Wisconsin® EARN IT
TRAVEL GREEN WISCONSIN CERTIFICATION**

Madison WI (Oct 7th 2009) – Travel Green Wisconsin, a voluntary certification program that recognizes tourism businesses for reducing their environmental footprint through eco-friendly practices and the first of its kind in the country, has just announced that **Bike Wisconsin®** has earned certification. For more information about Travel Green Wisconsin, a partnership of the Wisconsin Department of Tourism and the Wisconsin Environmental Initiative, visit www.travelgreenwisconsin.com.

Some of Bikewisconsin's Innovative Best Practices are:

- *On bike tours, water is brought in a large container and dispensed directly into drinking containers*
- *Overnight bike tours practice leave no trace principles*
- *A recycling program is in place and plastic water bottles are not provided; employs local recycling programs in host towns*
- *Works with towns along bike routes to promote tourism and green travel*

In releasing the news, Tourism Secretary Kelli A. Trumble made the point that serving the needs of eco-aware travelers is not only the right thing to do, it's good for business. "Sustainability and profitability need not be mutually exclusive," Trumble said. "All signs point to a burgeoning consumer demand for green travel in the nation, and the Wisconsin tourism industry is poised to serve this niche market, all the while continuing to grow tourism revenue for the state." She went on to say that, "With our state's history of land stewardship, it's most fitting that Wisconsin lead the nation in this."

To achieve certification, applicants must earn a minimum of 30 points from a checklist of basic requirements covering a wide range of "green" practices, including: waste reduction, reuse and recycling; energy efficiency, water conservation and wastewater management; air quality; wildlife and landscape; transportation; purchasing; and local community benefits. The Wisconsin Environmental Initiative, an independent third party, then certifies Travel Green Wisconsin applicants.

Since it was launched statewide in 2007, Travel Green Wisconsin has garnered its share of national media coverage, with stories appearing in *USA Today*, the *Chicago Tribune* and *New York Times*, and on *CNN*. The program has certified more than 130 tourism businesses to date, including hotels, resorts, B&Bs, restaurants, retail stores, tour operators, nature centers, state parks, convention centers, golf courses, and a range of indoor and outdoor attractions.

Bike Wisconsin® guides the **SAGBRAW®**, **GRABAAR®**, and **Bike Northwoods Bicycle tours** through the great state of Wisconsin. We believe that our enhanced, greener approach to operating our bicycle tours will be a great benefit to the health of the environment and the robustness of tourism in your area.

Sincerely

Eric and Kathy Schramm,
Bike Wisconsin®

