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CITY OF LOS ANGELES HOSTS “EARTH HOUR” EVENT AT WESTIN BONAVENTURE

Mayor’s Office Partners with Green Seal-Certified Hotel to Increase Awareness of Climate Change

Los Angeles, CA (March 25, 2017) – The City of Los Angeles is hosting its own Earth Hour event in partnership with the iconic Westin Bonaventure Hotel, a Green Seal-certified hotel in the heart of downtown Los Angeles. Earth Hour, started by the World Wildlife Fund in 2007, encourages millions of people, businesses, and landmarks around the globe to set aside an hour to switch off their lights, hold events, and raise awareness to take action on climate change.

In addition to encouraging L.A. venues, businesses, and citizens to take part in Earth Hour by turning off all non-essential lights on March 25th from 8:30pm - 9:30pm PDT, a pre-event will be hosted at the Westin Bonaventure Hotel from 1:00pm - 3:00pm, featuring giveaways and information about energy efficiency, water conservation, and recycling. The Bonaventure — Los Angeles’ largest hotel with 37 stories and 1.5 million square feet — is located at 404 South Figueroa Street, and the event is open to the public.

“Sustainability in our hotel industry saves energy, reduces costs, and sends an important message to guests from around the world,” said Mayor Eric Garcetti. “The Westin Bonaventure Hotel & Suites was L.A.’s first green-certified hotel, and its partnership for Earth Hour — and outstanding commitment to environmental stewardship — speaks to our city’s best values and our determination to build a more sustainable future.”

The City of Los Angeles currently boasts the highest number of Green Seal-certified hotels in the United States, and Green Seal is the official certifier for the Los Angeles Green Lodging Program. More than 50% of the hotel rooms in the Los Angeles Airport Gateway corridor are certified, and together they provide approximately 1 million “green nights.” Achieving Green Seal certification involves submitting to a thorough review and on-site audit, reducing waste, conserving water and energy, and instituting green management policies that include environmental purchasing and hazardous substance handling. By becoming Green Seal-certified, hotels offer a healthier and greener experience to the millions of visitors who stay in the city’s hotels every year.

Many prominent Los Angeles landmarks will be participating in Earth Hour, including the L.A. Convention Center, STAPLES Center, El Rey Theatre, Roxy Theatre, Fonda Theatre, and Shrine Auditorium, along with three additional Green Seal-certified hotels — the J.W. Marriott Los Angeles L.A. LIVE, Hilton Los Angeles Universal City, and Westin Los Angeles Airport Hotel.

For information or to get involved with Earth Hour, visit www.earthhour.org/.

For information about the City of Los Angeles' initiatives to protect the environment and its progress in implementing its Sustainable City pLAn, visit plan.lamayor.org/.

For information about the Westin Bonaventure Hotel or to make a reservation, visit www.thebonaventure.com/.

For information on Green Seal's leadership sustainability certification program for hotels and lodging properties (GS-33), visit www.greenseal.org/GS33.

ABOUT GREEN SEAL, INC.

Green Seal, a 501(c)(3) nonprofit organization, was founded in 1989 to safeguard the health of people and the planet. Green Seal provides science-based environmental certification standards that are credible, transparent and essential to helping manufacturers, purchasers and consumers make responsible choices that positively impact business behavior and improve quality of life. Thousands of products and services in 400 categories have been certified to meet Green Seal standards. Green Seal provides public education and guidance for creating a more sustainable world. For more information, please call (202) 872-6400 or visit www.GreenSeal.org.

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