

Contact:
Joy Heuer
Chamber Manager of GreeNWAY Initiative, Leadership & Special Events
Fayetteville Chamber of Commerce
479. 521.1710 or email
jheuer@fayettevillear.com



FAYETTEVILLE CHAMBER OF COMMERCE ANNOUNCES PILOTS IN THE GreeNWAY INITIATIVE PROGRAM

Fayetteville, AR- February 17, 2010- The Fayetteville Chamber of Commerce staff held a press conference on Thursday, February 17, 2010 announcing the first pilot companies that are involved in the GreeNWAY Initiative Program.

The GreeNWAY Initiative is an education and recognition program that is used to connect people, sustain profits and preserve the planet for the businesses in Northwest Arkansas. There are five local pilot companies that have been assessed by the University of Arkansas Students In Free Enterprise, passed their assessments and became GreeNWAY certified today. The five pilot chamber member businesses in the GreeNWAY Initiative program include: The Courtyard by Marriott in Fayetteville, Clubhaus Fitness, Salon Professionals, the City of Fayetteville District Court and the Fayetteville Chamber of Commerce.

"We are very excited to be a part of the GreeNWAY program and honored to be one of the pilot companies. It is great that the Fayetteville Chamber recognized the need for a legitimate certification program and we expect this program to gain momentum very quickly. said TJ Angeleno, Chairman of the GreeNWAY Initiative Committee and General Manager for Courtyard By Marriott in Fayetteville. "Any Chamber member who already has sustainable business practices in place, or is interested in putting a plan in place, can be recognized for their efforts by being certified through the program. We hope that Fayetteville will set a precedent for our entire region and that you'll see similar programs follow our lead!"

Each business that goes through the program will be certified with a scorecard that will measure their efforts in Water, Education, Energy, Purchasing, Waste and People. Once the audit is complete and some statistical data is gathered a business owner can then use a measuring tool that has been designed by the University of Arkansas Applied Sustainability Center, and track their progress in reducing their carbon emissions and cost on utilities. Regardless of the size or structure of the company, GreeNWAY will evaluate and assist in certifying the areas in which that business can directly impact.



Courtyard Fayetteville
600 East Van Asche Drive
Fayetteville, Arkansas 72703
Phone: 1-479-571-4900
Fax: 1-479-571-4901