

FOR IMMEDIATE RELEASE

August 2, 2002

CONTACT: Rob Burbank, Public Affairs Director
(603) 466-2721 x195
rburbank@amcinfo.org

Appalachian Mountain Club receives Sustainable Business Award

PINKHAM NOTCH, N.H. — The Appalachian Mountain Club has been awarded the New Hampshire Travel Council's 2002 Sustainable Business Award.

The Sustainable Business Award is awarded to travel industry-related businesses that exhibit environmental practices aimed at reducing solid waste, energy and water use.

The AMC was recognized for a wide range of environmental practices it employs at its visitor center and lodge in Pinkham Notch and its hikers' huts in the White Mountains. These include an extensive recycling program; food waste and human waste composting; water and energy conservation; alternative energy use; use of earth-friendly cleaning products; and other initiatives.

AMC seeks to build public awareness of environmentally sustainable practices people can adopt in their homes through educational displays, public outreach, publications, and education programs.

“Throughout our operations, the AMC is dedicated to minimizing environmental impact and living lightly on the land,” said AMC Deputy Director Walter Graff. “We’re very pleased to receive this award and we commend the New Hampshire Hospitality Council and the Department of Environmental Services for developing this effort to raise awareness of the importance of business’s role in minimizing environmental impacts.”

Other recipients of the award were the Inns at Mill Falls and Geneva Point Conference Center.

The AMC supports natural resource conservation while encouraging responsible recreation, based on the philosophy that successful, long-term conservation depends upon first-hand enjoyment of the natural environment.

With more than 93,000 members in the Northeast and beyond, the Appalachian Mountain Club promotes natural resource conservation through responsible recreation, based on the philosophy that successful, long-term conservation depends upon first-hand enjoyment of the natural environment.

Founded in 1876, the nonprofit Appalachian Mountain Club is the oldest and most experienced conservation and recreation organization in the United States. The AMC's programs and facilities are open to members and nonmembers alike. More information on the AMC is available on the web at www.outdoors.org.

###