

NEWS RELEASE



Green Key Global and Clean the World Announce US Partnership to Promote Hotel Soap Recycling

Growing Collaboration Introduces More Members of the Hospitality Industry to a Sustainable Option for Discarded Hygiene Products

OTTAWA, ON — June 2, 2016—Green Key Global and Clean The World, two leaders in corporate social responsibility (CSR), today announced an expanded partnership that promotes soap recycling to hotels in the United States. After a successful partnership launch in Canada in 2015, Green Key Global is bringing the program south and encouraging members in the U.S. to collect and recycle hotel soap and bottled amenities that will help fight the spread of preventable diseases.

Green Key Global is a leading environmental certification body whose suite of industry standard programs and resources has been designed specifically for the lodging and meetings industries. Their affordable programs help members leverage organizational CSR activities to support sustainable initiatives, and improve overall fiscal performance and community relations.

Clean the World recycles discarded soap and plastic bottles from hotels – and changes lives by providing soap and hygiene education to people at risk for hygiene-related illnesses. The recycled soap and bottled amenities also get a new life in hygiene kits, which are donated to homeless shelters, women’s shelters, veterans groups, and other organizations that help people who are struggling.

“Since 2009, Clean the World has distributed more than 31 million soap bars and 1.5 million hygiene kits around the globe,” says Clean the World founder and CEO Shawn Seipler. “The exciting partnership with Green Key provides an opportunity to help even more people by introducing additional hotels to our soap and bottled amenity recycling program.”

Through the combination of soap distribution, hygiene education, and microlending, Clean the World is fulfilling its mission to make hand washing and local soap purchases a lifelong habit in developing regions.

“Green Key Global is thrilled to broaden our partnership with Clean the World by promoting soap recycling to hoteliers in the United States,” said Tony Pollard, Green Key Global Managing

Director. “This partnership continues to demonstrate Green Key’s commitment to providing hoteliers with sustainable and socially responsible choices.”

In addition to promoting global hygiene through the recycling and distribution of hygiene supplies, Clean the World fulfills an environmental mission by collecting hotel waste that would otherwise go into landfills. More than 4,500 tons of soap, shampoo and other amenities have been diverted from traditional disposal methods since 2009.

About Clean the World

Clean the World is a social enterprise dedicated to the mission of saving millions of lives around the world while simultaneously diverting hotel waste from landfills. The organization collects discarded soap and other hygiene products from more than 4,000 hotel and resort partners and operates recycling centers in North America, Asia, and Europe. Clean the World provides hygiene education and microlending to make hand washing and local soap purchases a lifelong habit in developing regions. Through its hygiene kit program, Clean the World provides personal care items to relief organizations throughout North America. Since 2009, more than 31 million bars of Clean the World soap have been distributed in 100 countries.

About Green Key Global

Green Key Global is a leading environmental certification body offering a suite of sustainability programs designed specifically for the lodging industry. For 17 years its flagship program, the Green Key Eco-Rating Program, has been evaluating, inspecting, and certifying hotels and resorts based on their commitment to sustainable “green” operations. The Green Key Program and its sister program, Green Key Meetings, are comprehensive environmental audits that allow facilities to benefit on several fronts – cost savings, increased bookings from conscious consumers and meeting planners and responsible corporate citizenry.

More information: www.greenkeyglobal.com <http://www.cleantheworld.org>

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