



FOR IMMEDIATE RELEASE

Green Key Global Partners with Bullfrog Power to Reduce Carbon Footprint and Set New Environmental Standards for the Hospitality Industry

A partnership to improve internal business practices as well as industry standards

MARCH 21, 2023 (Ottawa, ON) – Green Key Global, the hotel and lodging industry's sustainable certification program of choice, has partnered with Bullfrog Power, Canada's leading green energy provider, to reduce Green Key Global's carbon emissions while encouraging hotel and meeting spaces to do the same.

Through the agreement, Bullfrog Power's producers put renewable electricity onto the grid to match the amount of conventional electricity used by Green Key Global's offices. Across Canada, Bullfrog's green electricity comes from a blend of wind, solar, and low-impact hydro power sourced from new Canadian renewable energy facilities.

Watch this How It Works video to learn more about Bullfrog's renewable energy sources.

Bullfrog also uses the support of its customers to help fund more than 160 new community-based green energy projects across Canada.

This partnership allows for Green Key Global to work towards being carbon neutral as a company and promote Bullfrog Power's renewable energy solutions to hotels looking to address their emissions.

Green Key Global and Bullfrog Power will work together to:

- Ensure Green Key Global is addressing the environmental emissions of their operations, including their corporate and home offices.
- Help hotel and event venues across North America work towards becoming carbon neutral by bullfrogpowering their footprint.
- Provide education and inspiration to Green Key Global members through sharing informational pieces.

"This partnership is such an important one for Green Key Global," said Rebecca Bartlett-Jones, Director of Green Key Global. "Not only are we providing an amazing solution for our members, but by working with Bullfrog Power, we are able to ensure we are up to the highest sustainability standards at Green Key Global. We recognize the importance of addressing our environmental impact. We're reducing our carbon footprint and supporting the renewable energy transition by partnering with Bullfrog Power"

"We're excited to welcome Green Key Global to the bullfrogpowered community," said Suha Jethalal, President of Bullfrog Power. "By choosing green electricity, Green Key Global is



helping to reduce our dependence on polluting forms of energy and transition our energy systems to renewable sources. They're also maximizing their impact by educating and inspiring their members.”

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About Green Key Global

Green Key Global is the leading international environmental certification body offering standardized programs and resources, designed specifically for the hotel and meetings industries. Best-in-class third-party certification programs Green Key Eco-Rating and Green Key Meetings, leverage corporate social responsibility and support sustainable initiatives across the industry to benefit the environment and improve fiscal performance. Based on the results of a comprehensive environmental self-assessment, Green Key Global awards lodging facilities a rating from 1 to 5 Keys (5 Keys being the highest attainable). Green Key Global strives to educate members on the value these activities have on a broader environmental, social and economic level. More information is available at www.greenkeyglobal.com.

About Bullfrog Power

Bullfrog Power, an Envest company, offers smart and sustainable energy solutions that help thousands of businesses and individuals meet their climate goals. In 2005, Bullfrog Power revolutionized Canada's energy landscape by giving businesses and individuals a green electricity choice for the first time. Bullfrog Power's team of sustainability experts also offers solutions including power purchase agreements, green natural gas, and green fuel. As a Certified B Corporation, Bullfrog Power meets higher standards of social and environmental performance, transparency, and accountability.

Visit bullfrogpower.com to see how our sustainability solutions can power the future of your business, or join the bullfrogpowered community online on LinkedIn, Facebook, Instagram, and Twitter.

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