



Media Contact:
Molly Hedrick
Senior Director of Communications
Charlotte Regional Visitors Authority
(704) 331-2737

FOR IMMEDIATE RELEASE

CRVA RECIEVES AWARD FOR GREEN INITIATIVES

CHARLOTTE, N.C. – (November 13, 2008) – More than just one of today’s hottest trends, going green is an initiative that the Charlotte Regional Visitors Authority (CRVA) is both committed to and passionate about.

The CRVA’s efforts were recently recognized at the Clean Air Works! Champions Luncheon, honored with the *Spotlight Award*. Each year at their Champions Luncheon, Clean Air Works! recognizes companies and individuals who have shown a steadfast commitment to cleaner air in the Charlotte Region. The *Spotlight Award* recognizes the partner with the most outstanding operations and maintenance programs throughout the course of the project term, focusing on criteria including (but not limited to) creativity, innovations, size of the program, and effectiveness in reducing emissions. And with over 50 companies in the running, all dedicated to improving air quality in the Charlotte region, the CRVA faced some stiff competition.

“We are honored to be recognized for the tremendous strides we have made in implementing environmentally sound practices,” said Tim Newman, CEO of the CRVA. “Besides improving the quality of life in the Charlotte region, these green initiatives provide competitive advantages for our city. We pride ourselves on being at the forefront and setting the standard for positive change, and implementing green policies and practices plays a key role in that change.”

Facilities managed by the CRVA (such as the Charlotte Convention Center) host over 600 events and bring in nearly 2 million people annually, so it’s no secret that the convention and travel industry is a major contributor to the regional economy. Leaders of the Charlotte Green Team, including Newman, recognize this tremendous impact and have dedicated themselves to developing a model for positive change in the Charlotte region, in turn creating destination that attracts visitors, events, and new residents alike.

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With an organization-wide vision of Southern hospitality and world-class customer service, the Charlotte Regional Visitors Authority (CRVA) seeks to ensure that the visitors and events that come to the area have a positive experience. Our responsibilities include destination marketing through Visit Charlotte and management/operations responsibilities for the Charlotte Convention Center, Time Warner Cable Arena (back of house operations), Cricket Arena and Ovens Auditorium, and will include the NASCAR Hall of Fame currently under construction. Guided by three main mission objectives, the CRVA markets by bringing visitors and events to the Charlotte region, manages by making the visitors’ experience positive and the events successful, and maximizes by marketing and managing in a way that continues to bring visitors and events back to the region.