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FOR IMMEDIATE RELEASE

CHARLOTTE CONVENTION CENTER AGAIN SEIZING A 'GO GREEN' OPPORTUNITY

CRVA recycles Convention Center carpet into energy

CHARLOTTE, N.C. – (August 3, 2009) – Being environmentally friendly today means so much more than simply tossing soda bottles and newspapers into separate bins. We live in an age when LEED certified buildings and hybrid cars are commonplace. And organizations like the Charlotte Regional Visitors Authority have adopted this “green” mindset and turned it into everyday practice. Managed and operated by the CRVA, the Charlotte Convention Center is becoming one of the top destinations for green meetings in the country. This month, the Charlotte Convention Center has added another green notch to its belt, seizing the opportunity to “go green” with their carpet replacement project. Over 200,000 square feet of carpet dating back to the opening date of 1995, is being pulled up from the convention floor and shipped to the Sumter Transport Company in South Carolina. The carpet will then be shredded and mixed with other nonhazardous materials, processed and turned into fuel which will be used by Lafarge, the largest cement company in the world, as a cleaner alternative to operating on coal.

“Taking care of our planet is on the top of our priority list at the Charlotte Convention Center. When considering bids from various carpet vendors, emphasis was placed on their plan for recycling the old carpet. Our goal was to not only keep the carpet out of landfills, but to use it in a way that would help the environment,” said Tim Newman, CEO of the CRVA and one of the founders and co-chairs of the Charlotte Green Team – a consortium of organizations with a goal to pave the way for improving the environment through sustainable events and business practices.

In addition to procedures implemented in 2007 like the usage of biodegradable cups made from corn products, the Charlotte Convention Center has gone the extra mile and added substantial recycling programs, environmentally-friendly cleaning products, and energy-saving initiatives (for a list of all green initiatives, please visit www.charlotteconventionctr.com/about/greenmeetinginitiatives.aspx).

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), Ovens Auditorium and Bojangles' Coliseum, 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' experiences 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.

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