

**FOR IMMEDIATE RELEASE**

**ECO-FRIENDLY PRACTICES AT The Usonian Inn LLC EARN IT  
TRAVEL GREEN WISCONSIN CERTIFICATION**

**Spring Green/WI (09/08/2009)** – Travel Green Wisconsin, a voluntary certification program that recognizes tourism businesses for reducing their environmental footprint through eco-friendly practices and the first of its kind in the country, has just announced that The Usonian Inn LLC, has earned certification. For more information about Travel Green Wisconsin, a partnership of the Wisconsin Department of Tourism and the Wisconsin Environmental Initiative, visit [www.travelgreenwisconsin.com](http://www.travelgreenwisconsin.com).

*The Usonian Inn LLC, is the FIRST lodging to receive this type of certification in Sauk County and the FIRST Historic Site (landmark) in the Spring Green area and Sauk County territory; property was previously featured on ABC News, [http://www.wkowtv.com/Global/story.asp?S=9137857&nav=menu1362\\_9\\_1](http://www.wkowtv.com/Global/story.asp?S=9137857&nav=menu1362_9_1) – Again we are the ONLY LODGING PROPERTY and THE ONLY HISTORIC LODGING Facility listed in Sauk County with TRAVEL GREEN WISCONSIN website.*

***The Usonian Inn*** is Spring Green's first original Talliesin inspired inn. It was built in the 1950's and provides green accommodations of the 21st century expectations. This is perfect for Frank Lloyd Wright's fans, it's charming, build with the organic concept in mind, sustainable property, with "Green" practices

In releasing the news, Tourism Secretary Kelli A. Trumble made the point that serving the needs of eco-aware travelers is not only the right thing to do, it's good for business. "Sustainability and profitability need not be mutually exclusive," Trumble said. "All signs point to a burgeoning consumer demand for green travel in the nation, and the Wisconsin tourism industry is poised to serve this niche market, all the while continuing to grow tourism revenue for the state." She went on to say that, "With our state's history of land stewardship, it's most fitting that Wisconsin lead the nation in this."

To achieve certification, applicants must earn a minimum of 30 points from a checklist of basic requirements covering a wide range of "green" practices, including: waste reduction, reuse and recycling; energy efficiency, water conservation and wastewater management; air quality; wildlife and landscape; transportation; purchasing; and local community benefits. The Wisconsin Environmental Initiative, an independent third party, then certifies Travel Green Wisconsin applicants.

Since it was launched statewide in 2007, Travel Green Wisconsin has garnered its share of national media coverage, with stories appearing in *USA Today*, the *Chicago Tribune* and *New York Times*, and on *CNN*. The program has certified more than 130 tourism businesses to date, including hotels, resorts, B&Bs, restaurants, retail stores, tour operators, nature centers, state parks, convention centers, golf courses, and a range of indoor and outdoor attractions.

*Business contact: Carolina Dursina by phone 608-588-2323, by mail at [info@usonianinn.com](mailto:info@usonianinn.com)*