



## **Travel Green Wisconsin recognizes Hilton Madison Monona Terrace for dedication to environmental protection**

MADISON, Wisc. (July 13, 2006)—After years of dedication to environmental protection, the Hilton Madison Monona Terrace is the latest Madison area tourism business to earn the Travel Green Wisconsin certification. The luxury hotel earned points for its efforts to conserve water, utilization of energy-efficient appliances and lighting, and purchasing locally grown and organic products among other criteria.

“We believe strongly in creating a healthy relationship with the communities we serve and see these efforts as imperative to the future of Madison and Wisconsin,” said Ranette Maurer, Director of Sales.

The hotel and its adjoining restaurant, Capitol Chophouse, have long been proponents of purchasing organic and locally produced food products. The Chophouse menu features locally grown produce purchased at the farmers market, a wide selection of cheeses from Roth Kase located in Monroe, and locally raised pork from Willow Creek Farms. Even the dessert menu features cheesecakes from the Wisconsin Cheesecakeery, a local business that utilizes Wisconsin dairy products in all of its delectable creations.

“Not only do the locally grown and produced ingredients help the community, they are infinitely fresher and better tasting,” says Chef Craig Summers, who is known to grow his own fresh herbs to season his gourmet creations.

But their dedication doesn't stop in the kitchen. The hotel seeks to conserve water by encouraging long-term guests to reuse linens thus minimizing the use of washing machines and dryers. Finally, the hotel has installed Energy Star light fixtures and computers, sensor lighting and programmable thermostats to decrease energy usage in unoccupied areas.

Hilton Madison Monona Terrace voluntarily participated in this pilot program developed by the Wisconsin Environmental Initiative and the Wisconsin State Department of Tourism. The program allows tourism businesses to evaluate their operations, set goals, and take specific actions toward environmental, social, and economic sustainability.

Travel Green Wisconsin is designed to support the Wisconsin brand, give the state and hospitality business participants a marketing edge, promote smart business practices, reduce costs, educate travelers, and protect the beauty and vitality of Wisconsin's landscape. More information about the program is available at [travelgreenwisconsin.com](http://travelgreenwisconsin.com).

The Hilton Madison Monona Terrace, owned and managed by Marcus Corporation, opened in February 2001. The 14-story, 240-room hotel is adjacent to the Monona Terrace Convention Center and offers meeting facilities, luxurious rooms and suites, and a private concierge floor designed to accommodate business travelers. The adjacent Capitol Chophouse is an upscale, American-style restaurant located in the historic former chancery building of the Catholic Diocese of Madison. Their extensive wine list has earned them Wine Spectator's "Award of Excellence." The Marcus Corporation (ticker: MCS, exchange: New York Stock Exchange) is a publicly traded company.

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