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Ruby Resorts to Position Gunnison Valley's The Ruby of Crested Butte B&B as an Environmental Lodging Leader

Company to take Leadership Position on Sustainability, including Environmental, Social, and Economic Initiatives

CRESTED BUTTE, Colo.–July 28, 2008–, “Life is Good in Paradise.” When Chris and Andrea Greene opened The Ruby of Crested Butte – a Luxury B&B in 2004, they aspired to create a lodging property that combined several aspects of hospitality not typically found in one package, including dog friendliness, a comfortable attitude, luxurious accommodations, extreme cleanliness, and value. Now they are turning their attention to the local community and the natural environment in which it thrives, recognizing that Crested Butte’s beautiful and pristine surroundings must be preserved and protected for the benefit and enjoyment of current and future generations of the community.

Continuing on many of its current environmental and social initiatives, Ruby Resorts intends to position The Ruby of Crested Butte as the Gunnison Valley’s leader in sustainable business practices by utilizing a “Triple Bottom Line”. In addition to traditional economic metrics, businesses with a Triple Bottom Line approach also measure the social and environmental impacts of their operations. The Ruby of Crested Butte announced that it will be launching comprehensive sustainability initiatives across the full spectrum of its operations in the coming months, including renewable energy and water conservation, green guest rooms, meetings and events, and amenities, local and organic cuisine, and local community outreach, education, and guest activism.

“Our mission is to make the world a better place through relationships with our guests and connections to the community and the environment. The success of any Ruby Resort property is dependent on the strength of these relationships and connections. As such, our sustainability efforts are part of our responsibility to protect the very product we promote. It also serves as an opportunity to deepen our relationship with our guests around our shared connection to the community and the environment,” said Andrea Greene, co-founder of Ruby Resorts. “Our Company is dedicated to ensuring that The Ruby of Crested Butte and all other future properties are on the path to being a leader in all major areas of sustainability.

Several new “sustainable” efforts will seamlessly integrate environmental, financial, and social efforts in both operational and service areas at The Ruby of Crested Butte, while continuing to deliver the Ruby’s exceptional luxury experience.

Green Guest Rooms

The Ruby of Crested Butte will focus on continuing to “green” all of its guest rooms. The B&B will feature the following sustainable elements: in-room recycling, new Energy Star rated flat panel LCD TVs, towel and linen reuse option, recycled content paper products, low VOC Green Seal certified water based paints and finishes, sheets and towels made from organic cotton, limited or no use of disposables, use of green cleaning products, custom formulated natural and recyclable amenities, organic and natural mini bar items, and energy efficient lighting and water conserving fixtures.

Green Meetings and “Environmentally Engaged” Weddings

The Ruby of Crested Butte will offer meeting planners the opportunity to arrange events that will incorporate sustainable practices in every facet of a group’s experience. In addition to all the previously-mentioned initiatives, The Ruby will offer groups the opportunity to include sustainable food and beverage options, environmentally friendly sustainable meeting products, and carbon-offset programs to minimize travel impacts for meeting participants. In addition, for weddings, The Ruby of Crested Butte will work with the bride and groom to include more personal sustainability practices in their special occasion.

Sustainable Local and Organic Breakfasts

The Ruby of Crested Butte is committed to converting to organic, free trade, and natural food products, including meats, poultry, dairy, breads, produce and beverages such as coffees and teas. In addition to the famous organic and whole grain Ruby Cinnamon Rolls, The Ruby will continue to feature numerous signature dishes utilizing locally produced ingredients.

Other ongoing initiatives include the following:

Energy

In May of 2008, The Ruby of Crested Butte announced that it had offset 100% of its electricity usage through wind power for all of its operations. The Ruby is also in the process of replacing all light bulbs within the property to CFL’s. In addition, The Ruby will continue to look at local opportunities to source alternative energy.

Non-Profit Organization Support

Also, in early 2009 Ruby Resorts will launch an innovative partnership with its guests in order to support Colorado non-profit organizations that are working to support a sustainable future. Ruby Resorts will donate \$5 from each guest stay to the non-profit organization of the guest’s choosing, and will match any additional donation by the guest up to \$50 per guest stay.

“Getaway & Give” Volunteer Vacations

Ruby Resorts is currently working with several non-profit organizations in the community to offer “Getaway & Give” volunteer vacation packages. Guests who purchase a Getaway & Give package have the opportunity to participate in challenging and fun projects taking place

throughout the Gunnison Valley to promote and preserve the pristine environment and unique community which are the very reasons our guests come here to vacation. By involving guests who come to our valley in these conservation projects, not only are we able to develop authentic and lasting relationships through sheer hard work, but we also develop long-lasting commitments to our community's health and wellbeing from those outside its borders.

Greener Housekeeping

The Ruby has begun incorporating more environmentally friendly amenities with more sustainable purchasing and packaging methods. The Ruby of Crested Butte will be integrating environmentally preferable cleaning products into all aspects of its operations, to lower the impact of these products on guests, employees and the natural environment.

“We will continue to make more exciting announcements regarding these and other initiatives in the coming months as Ruby Resorts is committed to ensuring that each program itself becomes sustainable within our organization, by becoming fully integrated into our day-to-day operations of our current and all future properties. These initiatives are not just the right thing to do, they also represent where the entire tourism industry is heading,” said Andrea Greene. “According to the World Tourism Organization, ecotourism is expected to show some of the strongest growth over the next twenty years and according to the Travel Industry Association of America, most travelers already say that the environmental practices of where they stay is important to their decision. Businesses and the communities in which they operate that find a way to achieve the ultimate visitor experience in an environmentally and socially sustainable way will become the future leaders of the tourism industry. Ruby Resorts is determined to be one of those leaders.”

Ruby Resorts LLC owns and manages The Ruby of Crested Butte, a luxury bed and breakfast inn located in downtown Crested Butte. The Ruby was founded in 2004 and has served over 5000 of its famous Ruby Cinnamon Rolls to its many loyal guests.

For more information or to schedule an interview, please contact Chris or Andrea Greene at (970) 275-8962 or info@rubyresorts.com.