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**FOR IMMEDIATE RELEASE**

**THE WATERS OF MINOCQUA RESORT RECEIVES TRAVEL GREEN  
WISCONSIN CERTIFICATION**  
**First indoor waterpark to receive certification**

**MINOCQUA, Wis. (October 12, 2007)** – The Waters of Minocqua has become the first indoor waterpark resort to receive certification from the Wisconsin Department of Tourism’s Travel Green Wisconsin program. Travel Green Wisconsin recognizes tourism-related businesses that reduce their environmental impact through operational and other improvements.

An independent third party, Wisconsin Environmental Initiative (WEI), certifies Travel Green Wisconsin applicants. WEI administers similar analysis and certification for Wisconsin’s Green Built Home program.

To achieve Travel Green certification, businesses must meet several goals. Those goals include demonstrations of how they encourage staff and vendors to be environmentally aware and how they reduce solid waste generation and energy consumption.

Todd Nasi, general manager of The Waters of Minocqua, expects to see a reduction in utilities through the following: new, high efficiency boilers; an additional filtration system in the water park; a reduction of solid waste through a recycling program; and outdoor air to cool the indoor water park area, rather than air conditioning units.

Travel Green Wisconsin, which launched statewide in January 2007, is the first of its kind in the U.S. and has received coverage in a variety of national media outlets including a feature in the September 14 edition of *USA Today*, as well as in the *Chicago Tribune*, the *New York Times* and on CNN. To date, certified participants include: bed and breakfasts, cafes, resorts, tour operations, a convention center and a variety of attractions.

“We’re always so pleased to see family-friendly resorts become eco-friendly too,” said Tourism Secretary Kelli Trumble. “In making a commitment to green travel, The Waters of Minocqua is setting an example for its visitors young and old, while helping to preserve the Wisconsin travel experience for generations to come.”

The Waters of Minocqua features numerous amenities, which makes it an ideal venue for an array of gatherings (family vacations, conferences, wedding receptions, etc.) The hotel welcomes about 50,000 visitors per year and has more than 100 guest rooms and 8

conference/banquet rooms. Its 10,000 square foot tropical enclosed waterpark offers a fun splash for all family members. In addition to an indoor-outdoor pool with body slides, children can play in the kiddie pool while parents enjoy the indoor-outdoor hot tub.

For more information about Travel Green Wisconsin and a list of current members, visit [www.travelgreenwisconsin.com](http://www.travelgreenwisconsin.com).

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