



FOR IMMEDIATE RELEASE
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**The Many Shades of Green:
How to help save the planet and make your business more profitable**

SALEM, ORE. — Feast your eyes on the many shades of green at Creekside Golf Club while enjoying a delightful lunch. Alan Pennington, Waste Reduction Coordinator for Marion County Public Works-Environmental Services, will be the keynote speaker at Travel Salem's Marketing Exchange Luncheon which will be held at Creekside Golf Club (6250 Clubhouse Dr. SE, Salem) on Thursday, September 16, 2010 from 11:45 a.m. to 1:15 p.m.

The topic of this luncheon is "The Many Shades of Green: How to help save the planet and make your business more profitable." Alan Pennington will be introducing the unique EarthWISE program and how it can add to profitability, and environment and economic sustainability. He will also be discussing the solid waste and recycling programs, and impact on the environment.

This luncheon is a great educational opportunity and forum for attendees to promote their business by displaying literature and network with other attendees. Travel Salem's Marketing Exchange also features a drawing for a premier give-away. Attendees could win a fabulous wine basket with 3 bottles of 90 Point wine as rated by Wine Spectator magazine, a Vinturi wine aerator and wine opener valued at over \$100 from West Side Wine Store.

As part of Travel Salem's "Absolutely Giving Back" program, attendees are encouraged to bring new school supplies (crayons, colored pencils, watercolors, glue sticks, pencils, pens, scissors, construction paper, white glue, non-toxic white washable paint, or felt-tip markers). Travel Salem will donate the contributions to Family Building Blocks.

Those interested in attending this luncheon should contact Travel Salem at 503-581-4325, ext. 58 to reserve a seat! RSVPs and prepayment of \$18 is required if purchased by September 10 / \$23 at the door with limited seating available.

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****Travel Salem is a non-profit organization that promotes Salem and Marion and Polk counties for leisure tourism and convention and event business. The local annual economic impact of the greater Salem area visitor industry is \$496 million. Travel Salem manages the Official Salem Area Travel Café/Visitors Center located at the historic Grand Hotel building (181 High St. NE, Salem), two I-5 satellite visitor information locations located at the Best Western Mill Creek Inn (3125 Ryan Dr. SE) and the Red Lion Hotel (3301 Market St. NE), and the Official Salem Area Website www.TravelSalem.com****