

**THE ELLIS HOTEL AND THE 40TH ANNIVERSARY OF EARTH DAY
CREATE LOTS OF GREEN
GUESTS ACT GREEN, EAT GREEN AND SAVE "GREEN" AT THE ELLIS HOTEL**



Atlanta, Ga. – Feb. 24, 2010 – This April 22nd marks the 40th anniversary of Earth Day, a day designed to inspire awareness and appreciation for the Earth's environment. In line with efforts of The Ellis Hotel, downtown Atlanta's newest eco-friendly boutique hotel, guests celebrating Earth Day are invited to *act green, eat green* and save "green" throughout the entire month of April. The Ellis Hotel is celebrating Earth Day by offering guests a discounted **room rate of \$125 per night, a \$15 credit at Terrace on Peachtree** and an environmentally friendly **reusable shopping bag** for practicing green efforts even after Earth Day.

Awarded with the Silver level by the Green Seal Environmental Standard for Lodging Properties, The Ellis Hotel is one of only two hotel properties in the state of Georgia to earn this distinguished declaration of environmental awareness. To reinforce this commitment, hotel ownership hired Michel Nischan (restaurant owner, award-winning cookbook author and media personality to food policy activist and non-profit foundation CEO) to consult with The Ellis Hotel on the re-conception of Terrace. With daily direction by Atlanta's only farm-to-table Irish chef, Thomas McKeown, Terrace supports local and regional farmers, fisherman and producers. Terrace recaptures the pure simple flavors and tastes of natural and organic ingredients while bursting with delicious flavors and sustainably-sourced ingredients.

"Our entire approach from hotel operations to food & beverage product and service is to provide the utmost experience for The Ellis guests while leaving the smallest footprint possible," says Stacy Martin, general manager, The Ellis Hotel. "I am proud of our staff for making this a priority and a constant focus."

As a 1913 Atlanta landmark, formerly the site of the historic Winecoff Hotel, The Ellis Hotel is a member of the National Registry of Historic Places. Blending a legendary past with the plush comforts of tomorrow, The Ellis Hotel features a women's only floor, 127 guest rooms, including 12 junior suites and an executive suite, all adorned with a palette of Georgia-inspired earth tones and sleek designs characteristic of boutique style yet comfy and functional.

Recently honored with Atlanta Regional Commission (ARC) Exceptional Merit Award for Historic Preservation, Atlanta's Downtown Design Excellence award and Atlanta's Urban Design Commission Award for historic preservation, 2008, The Ellis Hotel exudes a perfect blend of southeast sophistication and charm. All rooms include 32" LCD flat screens, plush king size beds with ostrich leather headboards and iPod docking stations and offer a personal honor bar stocked with a variety of treats ranging from Ellis Georgia Peace Cobbler Jam to KamaSutra Body Paint.

To experience Earth Day rates of \$125 per night along with other green enjoyments during the month of April at The Ellis Hotel, call **(888) 356-4570** to make your reservation or visit <http://www.ellishotel.com> for more information. Follow The Ellis Hotel through the blog, theellishotel.wordpress.com, Twitter @TheEllisHotel or become a fan on Facebook.

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