



**THE HOTEL ROANOKE & CONFERENCE CENTER**  
**A DOUBLETREE HOTEL**

**NEWS RELEASE**  
**FOR IMMEDIATE RELEASE**

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**THE HOTEL ROANOKE TO GO DARK**

*As Part of the Earth Hour Global Initiative, Hotel Roanoke Is Turning Off Lights*

**ROANOKE, VA. (March 18, 2010)** — At 8:30 p.m. on Saturday, March 27, The Hotel Roanoke & Conference Center will come together with the world to call for action on climate change by doing something very simple — turning off the lights for one hour.

By participating in Earth Hour, a global initiative, the Hotel is promoting dinner and drinks by candle light in The Regency Room and Pine Room Pub, as well lighting the lobby and Palm Court by candles. Other initiatives include switching off all office lights, unplugging non-essential equipment throughout the Hotel, and encouraging guests to shut off lights and any electrical equipment possible.

“Earth Hour was launched by the World Wildlife Fund three years ago and we are proud to get involved to help lead the way toward a sustainable future,” said Gary Walton, general manager of The Hotel Roanoke and Conference Center. “As a Virginia Green Hotel we are integrating sustainability as a measure of hotel performance and this participation is one small way to communicate our commitments to sustainability.”

Earth Hour is the largest event of its kind in the world. In 2009, nearly one billion people from 4,100 cities in 87 countries turned out their lights, as well as international landmarks, including the Golden Gate Bridge, Empire State Building, Eiffel Tower and Great Pyramids, and the city skylines of Las Vegas, Hong Kong and Tel Aviv.

“Energy efficiency is not only good for the bottom line, but our Hotel has long believed in operating our business responsibly and environmentally friendly,” said Jared Wright, Hotel Roanoke’s Earth Hour coordinator. “In the weeks leading up to this event, we have taken a thorough assessment in our operations and how we can operate more efficiently, waste less and reduce our environmental footprint.”

For more information visit [www.EarthHour.org](http://www.EarthHour.org).

## **ABOUT THE HOTEL ROANOKE & CONFERENCE CENTER**

Designated as a National Historic Landmark, the Hotel Roanoke & Conference Center has 331 luxuriously appointed guestrooms and a 63,000-square-foot, high-tech conference center. It is a joint project of Hotel Roanoke LLC, the City of Roanoke and Virginia Tech and is managed as a Doubletree hotel by Hilton Hotels Corporation.

## **ABOUT DOUBLETREE BY HILTON HOTELS**

With a growing collection of contemporary, upscale accommodations in more than 220 gateway cities, metropolitan areas and vacation destinations worldwide, Doubletree by Hilton hotels and resorts are distinctively designed properties that provide true comfort to today's business and leisure travelers. From the millions of delighted hotel guests who are welcomed with the brand's legendary, warm chocolate chip cookies at check-in to the advantages of the award-winning Hilton HHonors guest reward program, each Doubletree guest receives a satisfying stay wherever their travels take them. For more information on Doubletree by Hilton, please visit [www.doubletree.com](http://www.doubletree.com).