

PRESS RELEASE – FOR IMMEDIATE RELEASE

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Unitarian Universalist Association Collaborates with Meeting Strategies Worldwide to Win the IMEX Silver Award for Green Meetings

Portland, OR – April 25, 2008 – IMEX and Green Meeting Industry Council have announced the winners of their annual Green Meeting Award. This award acknowledges environmental excellence and innovation and represents the highest accolades for environmental responsibility among meeting planners and hosts. Unitarian Universalist Association (UUA) won the Silver level award for their 2007 General Assembly. Presented at the IMEX Worldwide Exposition in Frankfurt, Germany, the award recognizes organizations that are leading the way in this dynamic industry, earning distinction as the best in their field. UUA’s General Assembly took place on June 20-24, 2007 in Portland, Oregon at the Oregon Convention Center. It was attended by over 5000 people.

Meeting Strategies Worldwide was hired as consultants by UUA to produce an award-winning green conference. Meeting Strategies Worldwide, a Portland, Oregon-based, woman-owned company, is an environmental firm specializing in the meetings industry and recognized internationally as a leader in environmentally responsible meetings.

“It is great to see UUA recognized for the big steps forward that were taken to green the General Assembly last year. They worked with the venue to improve recycling, exceeding their 40% recycling goal and had increased participation from hotels in environmental practices. There was also a noted increase in their voluntary offset program indicating attendees are becoming more engaged in taking responsibility for their personal conference emissions. IMEX’s recognition affirms the work UUA is doing to consistently tracking how they are improving in a measurable way,” says project manager Shawna McKinley of Meeting Strategies Worldwide.

The judging process for the Green Meeting Award was evaluated by an independent environmental panel that assessed environmental criteria and practices. The criteria included minimizing environmental impact through energy efficiency, air and water quality, water conservation, waste management, waste minimization, and environmental purchasing. Other factors considered were economic indicators, commitment to change practices, commitment to the community, and commitment to conservation.

For more information regarding the award or to schedule an interview, please contact Meeting Strategies Worldwide at 503-252-5458 or visit www.meetingstrategiesworldwide.com.

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