



# MONONA TERRACE™

M E D I A R E L E A S E

ONE JOHN NOLEN DRIVE  
MADISON, WI 53703

608 261-4000 TEL

608 261-4049 FAX

[www.mononaterrace.com](http://www.mononaterrace.com)

**FOR IMMEDIATE RELEASE**  
**March 17, 2008**  
**MEDIA CONTACT: Fran Puleo**  
**(608) 261-4011**  
[fpuleo@mononaterrace.com](mailto:fpuleo@mononaterrace.com)

## “MONONA TERRACE RECEIVES WISCONSIN TOURISM AWARD”

**Madison, WI** –Lola Roeh, Chair of the Governor’s Council on Tourism, presented Monona Terrace Community and Convention Center with the Governor’s Tourism Stewardship Award in Milwaukee last night at the Wisconsin Governor’s Conference on Tourism. The award recognizes and acknowledges businesses or communities that use or promote sustainable business practices. Applicants were also judged on the impact of their environmental efforts with regard to the Tourism industry in the state. The Frank Lloyd Wright designed convention center is the first to receive the prestigious new award.

“Monona Terrace has been a leader in our state for intentionally pursuing best practices for sustainability. Their commitment has resulted in numerous out of market interviews, editorials and has become a sales tool for attracting conventions and events to Madison,” said Greater Madison Convention and Visitor’s Bureau President and CEO Deb Archer.

Monona Terrace, a U.S. Green Building Council [LEED-EB](#) (Leadership in Energy and Environmental Design for an Existing Building) silver certified facility, promotes a whole building approach to sustainability in its day-to-day operations. Sustainable accomplishments include:

- Partnership with the City of Madison in the purchase of non-toxic “green cleaning” products, which benefit the health of the environment, as well as the health of City employees and users.
- Renewable energy savings: Monona Terrace uses 49% less energy than convention centers across the country with comparable weather. Currently, 50% of all electrical energy used at Monona Terrace is wind derived and renewable.



# MONONA TERRACE™

M E D I A R E L E A S E

ONE JOHN NOLEN DRIVE  
MADISON, WI 53703

---

608 261-4000 TEL  
608 261-4049 FAX  
www.mononaterrace.com

- High recycling rates: Revamped recycling practices have more than doubled Monona Terrace's recycling rate to 49%.
- On site caterer, Monona Catering, displays an equal commitment to sustainability by donating large quantities of food to local food pantries, and using much recycled packaging. Monona Catering also supports the Madison-area "buy local" campaign.

"We are honored by this award. It reinforces our commitment to pursuing new ways to become more environmentally efficient for ourselves and our clients. We believe Mr. Wright would have been pleased with our efforts," said Monona Terrace Executive Director Jim Hess.

Monona Terrace is located at One John Nolen Drive in Madison. For further information, call (608) 261-4000, TTY (608) 261-4150 or visit our website at <http://mononaterrace.com>.

####