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CONTACT: Nancy Civetta, Civetta Comunicazioni
T: 617.577.8098 / E: nancy@civettacom.com

Did you know?

Boston was ranked the third greenest city in the United States because of its green building standards, eco-friendly hotels, abundant green space and a plan to turn 50,000 tons of yard waste into fertilizer and energy, while Cambridge was ranked sixth for its transportation, electricity conservation, recycling program and green living efforts, in the March issue of *Popular Science*.

INTRODUCING BEANTOWN IS GREENTOWNSM

Discover The Greener Side of Boston

(Boston, Mass....May 6, 2008) **Beantown is GreentownSM** showcases Boston and Cambridge businesses that prioritize energy conservation, support local farms and food artisans, feature recycled and sustainable products and celebrate the great outdoors. In response to evolving national trends, this exclusive collection of eco-savvy hotels, shops, restaurants, tours, etc. provides locals and visitors alike with ways to explore the city while keeping a close eye on their carbon footprint. Sharing similar philosophies about earth-friendly living, these businesses boast the best that Boston and Cambridge have to offer.

"Travel and tourism is the world's largest industry, and Boston is one of the country's top 10 tourist attractions. We wanted to put together a campaign to celebrate the businesses in Boston that are taking steps toward a more sustainable future for our city," says creator, **Nancy Civetta**. "The participants and supporters of this campaign are paving the way so that tourists and residents can enjoy a greener Boston for decades to come."

By supplying a constantly expanding "green guide" to the city, Beantown is Greentown offers an array of enviro-conscious travel and leisure activities to discover, and maps out where to stay, eat, shop and sightsee. Join our growing network at <http://www.myspace.com/beantownisgreentown>. If you would like your business to participate, please email colleen@civettacom.com.

Meet Our Green Gurus:

The Lenox Hotel: Before green was the new "it" word, this historic landmark hotel was raising the bar on ecotourism. Since 1992, the hotel has implemented over 90 innovative environmental initiatives, educating its guests, vendors and team members about the importance of Preserving The Past and Protecting The FutureTM. Ideally situated in Boston's tony Back Bay, The Lenox is steps away from shopping hotspots Newbury Street and Copley Place and cultural icons, the Museum of Fine Arts and Fenway Park. Uncompromising Four Diamond standards set the tone for the highest level of genuine hospitality.

The Lenox was one of the first hotels in the world to offset carbon emissions from 100 percent of its electricity use. Last year, The Lenox was the only urban hotel in the world to be included on Conde Nast Traveler's prestigious Green List.

Taranta: From sourcing local products and recycling to composting and energy conservation, this inviting **North End** restaurant draws on chef/owner Jose Duarte's Peruvian heritage to add rich and creative elements to classic southern Italian dishes. Duarte routinely drives to the Gloucester fish pier

to buy his seafood, using a **truck that runs on recycled cooking oil** from the restaurant (or "SVO:" straight vegetable oil).

The restaurant Taranta was recently awarded the Mayor of Boston's prestigious Green Business Award and has achieved certification from the Green Restaurant Association.

Envi: Driven by a passion for green fashion, this **Newbury Street** boutique offers an exclusive selection of style-conscious clothing by designers like **Covet, Kelly B** and **Toggery**, made from organic cotton, wool, hemp, bamboo, vintage fabrics and vegetable-tanned leather. With its pro-environment construction, store design and use of recycled products in daily business practices, Envi's planet-positive concept goes deeper than its clothing, shoes, bags and jewelry.

In celebration of BeanTown is GreenTown, the shop Envi will offer any customer who mentions "GREENTOWN08" a 10% discount off in-store merchandise. Online shoppers can enter this coupon code for the same great deal.

Boston Pedicab: As Boston's number one taxi-style, pedal-powered ride, Boston Pedicab provides a smog-free solution to driving that is faster than public transportation and offers a true one-of-a-kind city adventure. Pedicabs are available for everything from tours to a quick ride from dinner to a Red Sox game. **Rickshaw rides** are free and can be hailed or called in; tipping the drivers is customary. Boston Pedicabs run St. Patrick's Day through December.

Pedicab announces a new 75-minute, all-encompassing tour of Boston's hot spots and historical destinations. Tours can be customized to fit each rider's interest and cost \$37 for adults. Customers who mention BeanTown is GreenTown can take \$5 off the cost of the tour.

Irving House at Harvard: This hybrid hotel allows guests to experience the vibe of a historic **college neighborhood**, while providing a charming and cozy alternative to a typical hotel stay. Visitors are encouraged to participate in recycling and composting initiatives. In addition to using local products and amenities, reducing waste, conserving energy and promoting public transportation, Irving House is pleased to support **Renewable Choice**, the leader in providing clean energy to organizations and individuals across the country.

Given all of Irving House's energy-efficient hotel practices, it's no surprise that it has been repeatedly bestowed with the EPA's Energy Star Award.

Garden at the Cellar: This Cambridge restaurant features **Chef Will Gilson's** innovative cuisine, blending European concepts and New England seasonality. The menu highlights fresh, local and sustainable produce, cheeses and seafood, and meats from Northeast Family Farms. Garden at the Cellar, which lies between bustling **Harvard and Central squares**, is proud to compost almost two tons of waste per month.

Garden at the Cellar restaurant will host a series of "get to know your farmer" dinners during the summer and fall growing seasons.

BeanTown is GreenTown was created by Civetta Comunicazioni

Civetta Comunicazioni, founded by Nancy Civetta in 1999, specializes in public relations for eco-conscious businesses moving toward a healthier future. This boutique company focuses on the culinary, travel and hospitality industries, providing strategic media communications for professionals, organizations, products and events and those that share our philosophy of authenticity and sustainability.

Projects that inspire Civetta Comunicazioni include shaping brands and creating market demand for sustainable seafood, orchestrating national cookbook launches and producing city-wide festivals to promote Greater Boston as a world-class dining, travel and green destination. We take special pleasure in connecting our clients with our extensive network of like-minded professionals and organizations throughout the country. For more information, visit www.civettacom.com.

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