

Wildwood Wildlife Park & Nature Center

www.wildwoodwildlifepark.com

10094 Hwy 70 West
Minocqua, WI 54548

Meets or Exceeds the Certification Standards of



Total Certified Points = 48
February 25, 2008

Travel Green Wisconsin Checklist Summary

Basic Requirements

5 Points in Section A: Communication & Education

48 Points Scored (30 Points Required)

- 6 - Section A: Communication & Education
- 6 - Section B: Waste Reduction, Reuse, & Recycling
- 9 - Section C: Energy Efficiency, Conservation, and Management
- 5 - Section D: Water Conservation and Wastewater Management
- 5 - Section E: Air Quality
- 8 - Section F: Wildlife and Landscape Conservation and Management
- 1 - Section G: Transportation
- 3 - Section H: Purchasing
- 5 - Section I: Local Community Benefits

Checklist Highlights / Innovative Best Practices

- Interpretive programs are held daily and over 150 schools are educated annually
- Tables, benches, planking, customer bags, and signs are made of recycled materials
- Existing light bulbs are being replaced by compact fluorescents
- Nontoxic, biodegradable cleaning products and detergents are used
- Rainwater is collected and used to water plants



Travel Green Wisconsin is a voluntary program that reviews, certifies, and recognizes tourism businesses that have made a commitment to reduce their environmental impact.

www.travelgreenwisconsin.com



MEDIA CONTACT:
Wildwood Wildlife Park

FOR IMMEDIATE RELEASE

**WILDWOOD WILDLIFE PARK'S ECO-FRIENDLY PRACTICES HAVE EARNED
THEM TRAVEL GREEN WISCONSIN CERTIFICATION**

MINOCQUA/WI (3/4/08) – Travel Green Wisconsin, a voluntary certification program that recognizes tourism businesses for reducing their environmental footprint through eco-friendly practices and the first of its kind in the country, has just announced that Wildwood Wildlife Park has earned certification. For more information about Travel Green Wisconsin, a partnership of the Wisconsin Department of Tourism and the Wisconsin Environmental Initiative, visit www.travelgreenwisconsin.com.

Wildwood Wildlife Park is the first zoo in Wisconsin to achieve this honor. According to Judy Domaszek, Wildwood Park Director, "This certification compliments Wildwood's mission including education, conservation, and preservation of our environment. Wildwood provides interpretive and educational programs of reusing, reducing, and recycling. Wildwood presents awareness activities to 165 schools focused on the importance of recycling, and the impact solid waste has on our environment. Wildwood helps to conserve and preserve natural resources and habitat, such as wetland, forests, farmlands, and other environmentally sensitive areas through conservation organizations. It is critical that we do our part to keep the Northwood's serene for generations to come."

To achieve certification, Wildwood had to meet several criteria earning a minimum of 30 points from a checklist of basic requirements covering a wide range of "green" practices, including: waste reduction, reuse and recycling; energy efficiency, water conservation and wastewater management; air quality; wildlife and landscape; transportation; purchasing; and local community benefits. The Wisconsin Environmental Initiative, an independent third party, then certifies Travel Green Wisconsin applicants.

Since it was launched statewide in 2007, Travel Green Wisconsin has garnered its share of national media coverage, with stories appearing in *USA Today*, the *Chicago Tribune* and *New York Times*, and on *CNN*. The program has certified more than 130 tourism businesses to date, including hotels, resorts, B&Bs, restaurants, retail stores, tour operators, nature centers, state parks, convention centers, golf courses, wildlife parks, and a range of indoor and outdoor attractions.

In releasing the news, Tourism Secretary Kelli A. Trumble made the point that serving the needs of eco-aware travelers is not only the right thing to do, it's good for business. "Sustainability and profitability need not be mutually exclusive," Trumble said. "All signs point to a burgeoning consumer demand for green travel in the nation, and the Wisconsin tourism industry is poised to serve this niche market, all the while continuing to grow tourism revenue for the state." She went on to say that, "With our state's history of land stewardship, it's most fitting that Wisconsin lead the nation in this."

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