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**The Westin Imagine Orlando Now Offers
'Make a Green Choice' To Guests**

***Guests Receive 500 Starwood Preferred Guests Starpoints
Or \$5 Food and Beverage Voucher***

Orlando, FL – (January 27, 2011) The AAA Four Diamond Westin Imagine Orlando is now participating in Starwood's "Make a Green Choice." Make a Green Choice is the Westins' guestroom sustainability program that reduces water consumption, energy usage and helps limit chemical usage in the environment. Guests have the option of being "green" while they are traveling by not only opting out of towel and linen replacement but also from all housekeeping services for a day.

Guests can choose to participate in the program for one night or up to three nights at a time during their stay. To participate, they are offered the program via the front desk during arrival and they are not eligible for the program the night before checking out of the room. For each night they participate, guests are given a \$5 voucher to use at the hotel's restaurant, Fiorella's Cucina Toscana. Guests also have the option of receiving 500 Starpoints® as part of Starwood's guest loyalty program.

"We have received great feedback from individual travelers and meeting planners," states Mike Speicher, General Manager at The Westin Imagine Orlando. "We are getting about a 30% participation rate. Our hotel will not only reduce labor costs but also water, sewer, energy, chemical and linen expenses—a win for the environment as well as the hotel."

A one-night stay can mean significant savings:

- 49.2 gallons of water – 49.2 Gallons is 787 cups, enough for one person to drink two cups per day.
- 0.19KWH of electricity - That is enough to run an energy star-rated laptop for 10 hours.
- 25,000 btu – Enough energy to heat a 400-square-foot room at 70°F for 4 hours - when it's 10°F outside.
- 7oz. of chemicals – Fewer chemicals equals less toxicity in the environment.

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About The Westin Imagine Orlando

The AAA Four Diamond Westin Imagine Orlando is a 315-room hotel that is conveniently located just 12 miles from Orlando International Airport and only 10 minutes from the Mall at Millenia. The luxury property features Westin's signature Heavenly Bed®, Heavenly Shower®, one and two-bedroom suites with balconies, full kitchens or kitchenettes. The hotel's signature restaurant, Fiorella's Cucina Toscana headed by Executive Chef Robert Mason, offers fresh, simple and authentic Italian dishes from the regions of Tuscany and northern Italy. Amenities include the 24-hour Westin WORKOUT® fitness center, wireless high-speed internet access, business center, Unwind®, a Westin ritual, which is available on weekdays, 7,100 square feet of meeting space, self and valet parking. Complimentary scheduled transportation to local attractions. The Westin Imagine Orlando is located at 9501 Universal Blvd., Orlando, FL, 32819. For more information and reservations, visit www.westinimagineorlando.com or call 888.946.9501.

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