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FOR IMMEDIATE RELEASE

THE BOAR'S HEAD BRINGS "GREEN" MEETINGS
TO CENTRAL VIRGINIA

Charlottesville, Virginia, February 15, 2010: Environmentally-aware business and leisure travelers have a new choice when searching for a place to stay and meet in Central Virginia. Virginia Green Lodging recently certified The Boar's Head which is owned and operated by the University of Virginia Foundation.

Matt Harris, General Manager for The Boar's Head, states "our organization is committed to reducing our carbon footprint which benefits each of our guests and our communities." "The Virginia Green Lodging Certification acknowledges and symbolizes the resort's commitment and is a template to improve our sustainability efforts." Harris adds, "this leading state initiative is a strong complement to reinforce and highlight our ongoing initiatives such as the geothermal heating and cooling in our guest rooms, energy efficient lighting throughout the property and chemical use reduction and safety on our golf

course. Our newly reopened gift shop even features jewelry from recycled Coke and Champagne bottles and handbags made from billboard vinyl.

As a certified property The Boar's Head promotes eco-friendly practices such as Optional Linen Service whereby sheets and towels are changed every third day, Optional Electronic Meeting Materials offers attendees the opportunity to reduce their paper usage by emailing presentation documents and Guest Recycling which allows guests an opportunity to recycle during their stay. It's clear that The Boar's Head, in partnering with Virginia Green, has decided to erase more than just its own carbon footprint, but enable others to do so as well.

The Boar's Head, a 170-room resort situated on 573 acres in the Virginia countryside, offers Four-Diamond dining, a state-of-the-art sports club, award-winning tennis, championship golf, a luxury spa, children's programs, currently 22,000 square feet of event space including our new Pavilion which opened this fall, and close proximity to attractions such as Monticello, the Blue Ridge Mountains and numerous wineries. The Boar's Head is owned and operated by the University of Virginia Foundation.

For more information or to make reservations, please call The Boar's Head at 434.296-2181 or 800.476.1988 or visit the resort's web site at www.boarsheadinn.com. If you have any questions about our Green Warm Up to Winter Meeting Package and/or want to plan your next Green Meeting with The Boar's Head, please email us at GreenMeetings@boarsheadinn.com or call **434-972-2224**.

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