

## *Eco Plants Help Hotels “Go Green.” Starwood Hotels Cited As Prototype.*

**TAMPA, FLORIDA, September 8, 2010/PRNewswire/---** **Go Green Planters, Inc.(GGP)**, a leading Licensed Nursery Stock Dealer and Patent holder of various Eco-Friendly plant growing technologies, has launched a nationwide marketing campaign of its environmentally friendly Eco-Plants. These unique live plant centerpieces assist Hoteliers in becoming more Eco-Friendly, and they eliminate the high cost of cut flowers.

Starwood Hotels & Resorts has been cited as a prototype since the “Eco Plants” will comply with Starwood's recently announced “*Sustainable Meeting Guidelines*” which requires the use of live plants in place of cut flowers. GGP already supplies its “*Eco-Plants*” to a number of premier Starwood properties such as the Sheraton Sand Key Resort in Florida, The Nashville Sheraton, and the Parsippany Sheraton.

In its recent announcement, Sandy Swider, Starwood's Vice President for Global Citizenship stated: “*Clients who rely on Starwood properties for great meetings also appreciate that they become our partner in sustainability and environmental stewardship by cutting waste and conserving.*”

Craig Van Pelt, President of GGP states: “*The timing of Starwood's launch of its “Sustainable Meeting Guidelines” initiative couldn't be better since customers expect hotels to be more environmentally conscious, and corporate clients are highly motivated to patronize hotels that are Eco-Friendly. This Starwood leadership has caused a stir in the industry, and other chains are expected to soon follow.*”

There's lots of compelling reasons for Starwood's mandating the use of Live Plants instead of Cut Flowers: Flowers are extraordinarily expensive, they're labor intensive and only last a few days, and to grow them requires millions of tons of earth polluting fertilizers and chemicals.

There's even an uglier side to beautiful flowers: In the growing cycle, they require huge amounts of water which impacts upon our dwindling water supply, plus they compete for land that could be used for edible food products.

More disturbing is that the U.S. Department of Health reports some 65% of floral workers suffer from chronic illnesses caused by the pesticides, fungicides and herbicides that are heavily sprayed on the growing flowers....and these dangerous chemicals don't go away and can actually transfer to end users and other products.

So it makes extraordinary good sense to use live plants instead of cut flowers for table-top and buffet decoration. And, Eco-Plants aren't ordinary! Instead of growing in a pot of dirt, they grow in a “Pouch” filled with an environmentally friendly soil substitute called horticultural polymers. There's No Dirt...No Mess...No Chemicals, and Eco-Plants don't need watering for 2-3 months which reduces water consumption by 98%. In addition to the Eco Benefits, there's a 75% cost savings compared to fresh cut flowers!

