



PRESS RELEASE
FOR IMMEDIATE RELEASE

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BY THE SEA RESORTS THINKS GREEN ON THE EMERALD GREEN

Panama City Beach, FL – BY THE SEA RESORTS consists of three gulf-front hotels, Legacy by the Sea, Beachbreak by the Sea and Beachcomber by the Sea. This fall, the hotel chain will renovate two of the hotels, Legacy and Beachbreak, while demonstrating a commitment to green initiatives. “Working with a refinishing company out of Alpharetta, Georgia, we’ll be refurbishing more than 1,800 pieces of functionally-sound furniture instead of throwing them away,” commented General Manager Lee Ann Leonard. “It’s a cost-effective way to update rooms without damaging the environment.” Leonard projects a savings of 80 percent compared to replacing existing furniture with new items. The refinishing company, The Refinishing Touch, estimates that one mature tree is cut down to make three hotel rooms of furniture. Once that furniture becomes worn, many hotel operators dump it into landfills.

Furthering the recycling efforts, BY THE SEA RESORTS participates in the Panama City Rescue Mission’s Recycling Enterprise. The mission regularly collects aluminum cans, plastic bottles and other recyclables from collection bins surrounding the hotels’ pool decks.

BY THE SEA RESORTS started “going green” in 2006, introducing compact fluorescent light bulbs and a water conservation program. “We place signs in every room asking guests to help us conserve water and reduce the amount of detergent waste water by reusing bath towels,” said Director of Housekeeping Loretta Walker. “If guests choose to participate, they simply hang the towels on the rack instead of leaving them on the floor. We then wash the towels every three days instead of every day.” Walker said all linens are changed out upon guest check out. Walker guesses that about half of the travelers participate in the program.

BY THE SEA RESORTS will continually explore ways to reduce its carbon footprint. “As guests become more environmentally conscious, they will demand the same from hoteliers.” Leonard said.

To learn more about BY THE SEA RESORTS and its conservation efforts, travelers should call 1-888-627-0625 or visit www.bythesearesorts.com.

Legacy By The Sea is located at 15325 Front Beach Road, Panama City Beach, Florida 32413.

Beachbreak By The Sea is located at 15405 Front Beach Road, Panama City Beach, Florida 32413.

Beachcomber By The Sea is located at 17101 Front Beach Road, Panama City Beach, Florida, 32413.

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