

News Release

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The Nature Conservancy in Alaska

New Statewide Tourism Eco Label Promotes Sustainability

Anchorage, AK –The Adventure Green Alaska program, the state’s only tourism certification program, will announce a first round of awards to nine businesses on March 4 at an annual ecotourism conference in Girdwood.

“The AGA program certifies participating Alaska tourism businesses based on its high standards for economic, environmental and social sustainability,” said Sarah Leonard a Conservancy staff member and volunteer with the AGA program.

This Adventure Green Alaska program compliments The Nature Conservancy’s ecotourism principles and conservation mission.

“Tour operators rely on the health and sustainability of the same things the Conservancy is working to conserve – Alaska’s forests, oceans, and wildlife – in places like the Tongass National Forest, the Matanuska-Susitna Basin, southwest Alaska and the Arctic,” said Randy Hagenstein, the Conservancy’s Alaska state director.

The Adventure Green Alaska certification program includes an online application and resources for businesses to evaluate their operations based on four measures of sustainability: environmental impacts, business practices, community and cultural partnerships, and climate change. Businesses may qualify for one of three levels of certification – Gold, Silver, or Bronze -- and then are eligible for AGA’s sustainable tourism label and other marketing benefits.

For more information about the Adventure Green Alaska program, visit:
www.adventuregreenalaska.org.

For more information about The Nature Conservancy’s ecotourism program, visit:
<http://www.nature.org/aboutus/travel/ecotourism/>.

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The Nature Conservancy is a leading international, nonprofit organization that preserves plants, animals and natural communities representing the diversity of life on Earth by protecting the lands and waters they need to survive. To date, the Conservancy and its more than one million members have been responsible for the protection of more than 115 million acres worldwide. In Alaska, the Conservancy has protected tens of thousands of acres of important habitats by working with partners, both public and private, to ensure the balance between economic needs and ecological values. On the web at nature.org/Alaska.