



WISCONSIN EXPOSITION CENTER AT STATE FAIR RECEIVES TRAVEL GREEN CERTIFICATION

The Wisconsin Department of Tourism awarded the Wisconsin Exposition Center at State Fair Park Travel Green Wisconsin Certification in September 2007. A Wisconsin Department of Tourism program, Travel Green Wisconsin recognizes tourism-related businesses that are reducing their environmental impact through operational and other improvements.

To achieve Travel Green certification, businesses must meet several goals including demonstration of how they encourage staff and vendors to be environmentally aware and how they reduce their solid waste generation and energy consumption. An independent third party, Wisconsin Environmental Initiative (WEI), certifies Travel Green Wisconsin applicants. WEI administers similar analysis and certification for Wisconsin's Green Built Home program.

Some of the 'green initiatives' in place at the Wisconsin Exposition Center include recycling cardboard, aluminum and plastic containers. In addition, motor oil, batteries and cooking oil is recycled and hazardous wastes are properly disposed of. These efforts keep nearly 12 tons of waste out of landfills on an annual basis.

With the purchases of recyclable containers and education of show producers and public the Wisconsin Exposition Center increased its recyclable content by over 70% since certification!