

Fairmont & The Prince Albert II Of Monaco Foundation Ally To Broaden Environmental Consciousness

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The Prince Albert II of Monaco Foundation and Fairmont Hotels & Resorts today announced a formal partnership aimed at promoting sustainability, conserving natural resources, and advancing the overall commitment to environmental stewardship.

Involved in social awareness and conservation, The Prince Albert II of Monaco Foundation shares common interests with Fairmont's award-winning environmental platform. As part of this new partnership, both parties will also look to leverage existing synergies and shared resources to establish greater understanding of environmental issues worldwide. As a first step in this process, Fairmont will make a financial contribution to the Foundation and will also provide various channels for Fairmont's environmentally-minded guests to do the same.

'The Foundation intends to mobilize the means of action enabling it to play a key role. Being a protagonist in environmental protection at an international level implies being surrounded by a creative network of men and women from all horizons with a desire to preserve the planet, following the example of HSH Prince Albert II of Monaco. Our commitment with Fairmont Hotels & Resorts is a good illustration of a relevant collaboration to reach common goals. This partnership makes sense,' said HEM Bernard Fautrier, Vice President - CEO of the Prince Albert II of Monaco Foundation.

'The Foundation has a significant presence throughout Europe, Africa, and the Middle East, and this will support our efforts as we look to grow Fairmont's environmental programming in these markets,' said Brian Richardson, Vice President, Brand Marketing & Communications for Fairmont. 'The Foundation's aspirations are an ideal complement to our approach to responsible tourism, and we look forward to working with them on implementing innovative solutions in key areas such as climate change, biodiversity, and access to clean drinking water. Our presence in Monaco, with the Fairmont Monte Carlo, provides a rich, local connection to our partnership.'

Created in 2006 by the Sovereign Prince of Monaco, the Prince Albert II Foundation is dedicated to the protection of the environment and sustainable development. It focuses on three major challenges: global warming and renewable energies, loss of biodiversity, and improving access to water and fighting desertification. It aims to be a catalyst for environmental projects by bringing together networks of researchers, companies and individuals with a shared objective - the protection of the environment on a global scale.

The goal of the Foundation is to act as an accelerator of environmental solutions based on projects that advocate the sustainable and equitable management of natural resources and which place Man at the centre of these actions. In 2007, the Foundation facilitated the implementation of 39 projects across the globe, and more specifically in the Polar Regions, the Mediterranean basin and the least developed countries.

Fairmont Hotels & Resorts is a leader in sustainable tourism and was the first major hotel chain in North America to embrace environmental stewardship in its daily operations through the implementation of its own Green Partnership Program. The program focuses on sustainability, mainly improvements in the areas of waste management, energy and water conservation, as well as a strong element of community outreach through local groups and partnerships. Initiatives include recycling and organic waste diversion in the hotel's kitchens, retrofitting energy efficient lighting, creating rooftop herb gardens at properties, purchasing green power, and redistributing gently used goods and food to those in need.

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