



SOUTH FLORIDA WATER MANAGEMENT DISTRICT

NEWS RELEASE

July 29, 2010

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Water CHAMP Nearly Doubles its Water-Saving Reach in Keys
Sugarloaf Lodge and four Spottswood Companies hotels are latest to join program



West Palm Beach, FL – With the enrollment this month of another five lodging facilities, the South Florida Water Management District (SFWMD) has nearly doubled the number of guest rooms in the Florida Keys that are saving water through the Water Conservation Hotel and Motel Program (Water CHAMP).

The latest additions to Water CHAMP are Sugarloaf Lodge on Sugarloaf Key and four Key West hotels managed by Spottswood Companies Inc. – Quality Inn, Comfort Inn, Days Inn and Holiday Inn. The program now counts 22 hotels and motels, with a combined 1,219 rooms, since its introduction to the Keys in August 2009.

“Water CHAMP has significantly increased its water-saving reach in the Florida Keys with the welcome additions of Sugarloaf Lodge and Spottswood Companies’ properties,” said Tom Genovese, SFWMD Florida Keys Service Center director. “We appreciate the commitment of these new partners in helping protect our regional water supply.”

Water CHAMP is a free public education program that helps hotels and motels save water, improve energy efficiency and reduce operating costs. The District is piloting the program in South Florida with Keys lodging facilities.

The program initially targeted facilities with fewer than 100 rooms such as Sugarloaf Lodge, a 31-room family-owned lodge within a few miles of Key West. In April 2010, the District expanded Water CHAMP to Keys hotels and motels of all sizes. With between 100 and 145 rooms each, the four Spottswood hotels are the largest facilities yet to join the program.

Florida Keys hotels and motels that enroll in Water CHAMP commit to:

- Implementing reuse programs that encourage guests to use towels and linens more than once during their stay.
- Installing high-efficiency faucet aerators, provided at no cost by the District, in every guest room.

Each Water CHAMP hotel and motel also receives an orientation briefing for property managers as well as training materials, linen reuse pillow cards, towel reuse door hangers and promotional materials for guests – all at no cost to the facility.

Many lodging facilities in the Florida Keys have long instituted towel and linen reuse policies. By installing high-efficiency faucet aerators as part of Water CHAMP, these hotels and motels can increase their water savings while being recognized for efforts already made to promote water conservation.

The combination of towel and linen reuse and faucet aerator installation also supports the water conservation component of the Florida Green Lodging Program, pending verification and approval by the Florida Department of Environmental Protection.

Lodging facilities of any size in the Florida Keys that are not yet qualified for the Florida Green Lodging Program may sign up for Water CHAMP by contacting Tom Genovese, SFWMD Florida Keys Service Center director, at tgenove@sfwmd.gov or (305) 453-1275. More information about the program, including a list of participating hotels and motels, is available [here](#).

Water CHAMP is one component of the District's Comprehensive Water Conservation Program, which encourages more responsible use of water resources throughout South Florida. For details on the Comprehensive Water Conservation Program and water-saving tips, please visit www.savewaterfl.com.

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About the South Florida Water Management District

The South Florida Water Management District is a regional, governmental agency that oversees the water resources in the southern half of the state – 16 counties from Orlando to the Keys. It is the oldest and largest of the state's five water management districts. The agency mission is to manage and protect water resources of the region by balancing and improving water quality, flood control, natural systems and water supply. A key initiative is cleanup and restoration of the Everglades.