

FOR IMMEDIATE RELEASE

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The Westin South Coast Plaza to darken Saturday night in observance of Earth Hour

COSTA MESA, CA, March 26, 2010 – This Saturday, March 27, from 8:30 until 9:30 pm, The Westin South Coast Plaza together with several other Starwood hotels in the world will take part in Earth Hour – the world’s largest global climate change event – by shutting the power down in some guestrooms floors based upon the occupancy and in the hotel’s vacant meeting spaces.

The safety of hotel guests and personnel will not be compromised during the hour-long observation.

“By simply turning out non-essential lighting and energy-using equipment for one hour in the hotel and in the homes of participating employees, we will join tens of millions of concerned citizens throughout the world in calling for action to save our planet for future generations,” said Jennie Hoffman, director of sales and marketing at the property.

Hoffman said that the hotel will also draw upon candlepower to illuminate the Lobby Bar, even switching off the television, despite March Madness basketball broadcasts.

Hotel guests will also be asked to participate by turning off some or all of the lights in their rooms. Additionally, all hotel associates have been asked to switch off office lights, shut down computers and unplug non-essential equipment before leaving the building on the Friday afternoon.

Leading up to Earth Hour, The Westin team took a closer look at actions that can be taken throughout the organization to operate more efficiently, waste less and reduce the hotel’s environmental footprint. Hoffman said that energy efficiency is a responsible business decision that also benefits the bottom line. “We’ll also be asking our customers and business partners to join us in supporting Earth Hour,” she said.

Earth Hour is the largest event of its kind in the world. In 2009, nearly one billion people from 4,100 cities in 87 countries turned out their lights, as well as international landmarks including the Golden Gate Bridge, Empire State Building, Eiffel Tower and Great Pyramids, and the city skylines of Las Vegas, Hong Kong and Tel Aviv.

The hotel has recently been honored with the Green Seal Environmental Standard for Lodging Properties – Bronze for achieving stringent environmental and performance requirements.

Green Seal, a 20-year-old independent, non-profit organization dedicated to creating a more sustainable world, bestowed the designation upon the hotel. Green Seal has created a rigorous, science-based environmental standard for the hotel industry, which includes nearly three dozen environmentally responsible criteria. The hotel is the only one in Orange County to receive the designation.

The Westin South Coast Plaza is located at 686 Anton Boulevard in Costa Mesa, California. For reservations and information, call (714) 540-2500 or visit westin.com/southcoastplaza.

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