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## **ACTIVEION WINS IRELAND'S GREEN HOSPITALITY AWARD FOR INNOVATION**

Activeion given Green Hospitality's 2010 Award for Innovation at major Irish hospitality conference

**Baden, Switzerland** — Ireland's Green Hospitality announced Activeion as its number one choice in Innovation in the area of environmental products and services. Green Hospitality is the only Irish national hospitality environmental certification programme and is sponsored by the Environmental Protection Agency in Ireland. It is also recognised by all the leading hospitality organisations and associations including Failte Ireland, Tourism Ireland, Irish Hotels Federation, Irish Hospitality Institute, ILAM, Restaurants Association of Ireland, Dublin Convention Bureau, Northern Ireland Hotels Federation, Shannon Development and many others.

Activeion's win was announced at Green Hospitality's 4<sup>th</sup> National Hospitality Environment Conference and Exhibition, held this week at Ireland's new Convention Centre in Dublin, the world's first carbon neutral built convention centre. The theme of the conference "Leveraging the Green in Irish Tourism", not only reflects the importance of environmentalism in Ireland, but also the hospitality sector's commitment to green principles, responsible purchasing and marketing the green message. Delegates from top Irish tourism and hospitality companies attended the Conference to learn, discuss and collaborate towards strong environmental footprint reduction.

Maurice Bergin, Green Hospitality's director adds, "We are pleased to give this award to Activeion, as its corporate mission and commitment to protecting health & safety and fostering a more sustainable world reflects the level of commitment to environmentalism which we ourselves are working to preserve, promote and further develop in the Irish hospitality sector."

"We are thrilled to have been elected winner of Green Hospitality's award. We greatly appreciate the country's devotion to environmentalism. The hospitality sector, a key target for our ionator EXP™, is particularly active in strongly promoting sustainability and responsible business behaviour. Our win transmits their message that we are heading in the right direction," says Andre' G. Krell, Activeion Europe's General Manager.

### **About Activeion (Europe) GmbH:**

Activeion (Europe) GmbH, located in Baden, Switzerland, is the European subsidiary of Activeion Cleaning Solutions, LLC, headquartered in Rogers, Minnesota, USA. Activeion is a privately held cleaning technology company created to revolutionise the cleaning industry through the manufacturing, marketing and distribution of advanced cleaning technologies and products. Addressing the ever-growing need for sustainable cleaning, Activeion's ionised water technology solutions are ideal for offices, hotels, hospitals, schools and private residences. For more information, visit [www.activeion.com](http://www.activeion.com).

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