



EXHIBITION HALL ■ VETERANS MEMORIAL COLISEUM ■ WILLOW ISLAND ■ ARENA

Contact:

Ted Ballweg
Assistant Center Manager – Sales & Marketing
(608) 267-3991
ballweg@alliantenergycenter.com

**-FOR IMMEDIATE RELEASE-
APRIL 2007**

ALLIANT ENERGY CENTER RECEIVES TRAVEL GREEN CERTIFICATION

MADISON, Wis. – On April 19, 2007, Travel Green Wisconsin recognized the Alliant Energy Center as a recipient of the Travel Green Certification. Sponsored by the Wisconsin Department of Tourism, Travel Green Wisconsin recognizes tourism-related businesses that are reducing their environmental impact through operational and other improvements.

The Alliant Energy Center, which attracts over one million visitors each year, is the largest organization in Madison to receive Travel Green Certification. The Alliant Energy Center has helped build sustainable tourism in Wisconsin through its use of green space on Willow Island and environmentally-friendly purchasing practices. Recently, the Alliant Energy Center partnered with Johnson Controls to implement energy-saving measures in Exhibition Hall, which include energy-efficient lighting and upgrades to reduce gas emissions.



To achieve Travel Green certification, businesses have to 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.

“At the Alliant Energy Center, it is important to us to support the community by using local vendors, promoting local businesses and using organic and fair trade food from the Madison area,” said William DiCarlo, Executive Director at the Alliant Energy Center. “By continually monitoring our business practices to make sure they are socially and environmentally responsible, our goal is to support not only the community, but also the environment.”

Travel Green Wisconsin, which launched statewide in January 2007, is the first of its kind in the U.S. and has received coverage in many national media outlets, including CNN, *Chicago Tribune* and *New York Times*.

“Travel Green Wisconsin guides tourism businesses through the process of reducing their impact on the environment,” Tourism Secretary Kelli A. Trumble said. “In return, businesses realize cost savings and improved profitability, and achieve market distinction.”

For more information about Travel Green Wisconsin, including a list of current members, visit www.travelgreenwisconsin.com. To find out more about events at the Alliant Energy Center, visit www.alliantenergycenter.com or e-mail Ted Ballweg at ballweg@alliantenergycenter.com.

###

About Us: the Alliant Energy Center is a full-service multi-building complex situated on a 164-acre campus in Madison, Wisconsin. It features Exhibition Hall and Veterans Memorial Coliseum, as well as an Arena building, agriculture exhibit buildings, and the Willow Island natural area. Information on the Alliant Energy Center and its many events is available at www.alliantenergycenter.com.