



**The Red Lion Inn**  
30 Main Street  
Stockbridge, MA 01262  
[www.redlioninn.com](http://www.redlioninn.com)

**Contact:**

Carol Bosco Baumann, Director of Marketing & Communications  
The Red Lion Inn & The Porches Inn at MASS MoCA  
[carol@redlioninn.com](mailto:carol@redlioninn.com) | 413.298.1629

**THE RED LION INN CELEBRATES EARTH DAY  
Continues Award-Winning Good Earthkeeping; Rewards Guests**

Stockbridge, MA (March 21, 2010) The Red Lion Inn in Stockbridge, Massachusetts is offering a special package – **Red Is the New Green** – to travelers in honor of Earth Day. Those who take advantage of this offer and arrive at the Inn by hybrid vehicle, bicycle or mass transit will receive 25 BerkShares ([www.berkshares.org](http://www.berkshares.org)), the Berkshires’ regional currency that has garnered media attention worldwide. The Inn’s recently revamped Gift Shop features items from over 100 local artists and artisans; naturally, the shop accepts BerkShares! The **Red Is the New Green** package includes overnight accommodations in a deluxe room with a private bath, a Sustainable Breakfast for two, two Red Lion stainless steel water bottles and a Red Lion Inn tote bag. The package offered from April 18 – 25 is priced from \$185 Sunday-Thursday and \$245 Friday and Saturday (includes all taxes and meal gratuity). Upgrades to suites are available at an additional cost. While the Inn sources a large percentage of menu items locally, Executive Chef Brian J. Alberg offers a Sustainable Foods menu featuring entirely local ingredients on Sunday and Monday evenings.

Creative improvements to infrastructure, careful building restoration, the use of locally grown and produced foods, earth-friendly cleaning and water collection, and leadership in regional economic development efforts are some of the things that led *National Geographic Traveler* to include The Inn on their **Stay List** for 2008. Requirements for inclusion on this list are the practices of eco-stewardship and giving back to the community. The Massachusetts Lodging Association recognized these efforts with a Good Earthkeeping Award in 2008.

- more -

- add one -

The Inn's "green" initiatives include (but are certainly not limited to): a new energy-efficient HVAC system, water conservation, the use of eco-friendly cleaning products, buying locally, and supporting the region's farmers with over \$400,000 of purchases in 2009. The Red Lion Inn (and its sister property, The Porches Inn at MASS MoCA, North Adams, MA; [www.porches.com](http://www.porches.com)), was selected by the editors of *National Geographic Traveler* magazine to be featured in its first-ever, annual "Stay List." According to *Traveler* Senior Editor Sheila Feldman Buckmaster, "the hotels and inns that made it onto the list give back to the community, work to conserve and sustain, and — day in and day out — celebrate the very best that their destinations have to offer."

Last year, the Inn's Gift Shop began changing its inventory to feature products made by Berkshire-area artisans. In addition to Red Lion-label items, the Gift Shop now offers works by over 100 local artisans.

A charter member of Historic Hotels of America, The Red Lion Inn has been providing food and lodging to guests for more than two centuries. It offers 108 antique-filled rooms and suites, formal and casual dining with an emphasis on contemporary regional specialties, and a pub with nightly entertainment, a year-round heated outdoor pool and hot tub (with radiant-heated patio), and free WiFi. The flagship Country Curtains store and The Red Lion Inn Gift Shop are located at the Inn. For more information or to make reservations, visit [www.redlioninn.com](http://www.redlioninn.com) or call (413) 298-1690.

###