



AT UNIVERSAL ORLANDO®

## **Tie the Knot and Help Save the Planet with New Eco-Friendly ‘Green’ Wedding Package from Loews Portofino Bay Hotel and Just Marry!**

ORLANDO, FL – Brides and grooms can say “I do” to each other and to protecting the environment when they book the new ‘green’ wedding package from Loews Portofino Bay Hotel at Universal Orlando and wedding planning company Just Marry! From utensil-free receptions and plantable invitations and stationery to dinners prepared with locally-grown ingredients, a ‘green’ wedding can reduce waste, save energy and help protect the environment.

“We are seeing profound changes taking place in the wedding industry and this eco-friendly package is designed with that in mind,” says Bonnie Garfield, director of catering at Loews Portofino Bay Hotel. “Brides and grooms still want to create a memorable experience, but many of them want to do so in a responsible way that symbolizes their commitment to the ‘green’ movement.”

“It is not unusual for brides to ask me how to create the wedding of their dreams, but more and more often, I am being asked to help them plan the ‘green’ wedding of their dreams,” says Susan Southerland, president of Just Marry!, a full-service wedding planning company with offices throughout the Southeast.

### **What is a ‘Green’ Wedding?**

A ‘green’ wedding can take many forms, but is largely based upon the bride and groom’s decision to reduce waste, save energy and choose environmentally-friendly materials. The ‘green’ wedding package created by Loews Portofino Bay Hotel and Just Marry can include the following:

- ◆ Choice of multiple, picturesque outdoor venues for wedding ceremony and/or reception to save on electricity
- ◆ Cocktail reception featuring organic wines, organic vodkas, beer on tap, and filtered water infused with fresh fruits (no bottled water)
- ◆ Utensil-free reception featuring items such as smoked salmon lollipop, tuna tartar served in cones, soup shooters of heirloom tomato bisque in demitasse, chipotle lobster rolls or petite toast with quail egg and gourmet cheese
- ◆ Dinner menu featuring locally-grown heirloom tomato salad with Indian River honey vinaigrette or white balsamic tomato and chive vinaigrette, Florida rock shrimp and organic mascarpone tortelloni, choice of pan-seared, line-caught Florida grouper with Homestead avocados, Marion county grass-fed organic ribeye steak or Marion county corn-fed breast of chicken and Plant City, Florida strawberries with organic chocolate cake for dessert.

- ◆ A tree planted on hotel property in honor of the bride and groom with placard indicating name and date of wedding. Bride and groom will be invited back on their anniversary to water their tree.
- ◆ All recyclable materials will be properly separated and recycled as part of the hotel's Green Lodging certification through the Florida Department of Environmental Protection
- ◆ Hotel will make a donation to an environmental cause to offset the carbon footprint created by guests who travel to the wedding

### **Just Marry! 'Green' Components**

Just Marry! offers brides and grooms more 'green' options and choices from floral to stationery, including:

- ◆ Eco-friendly wedding planning and coordination, including complete electronic documents, minimal carbon output, custom concepts and inspirational ideas
- ◆ Eco-green wedding photography
- ◆ Eco-chic wedding gown consultation and appointment
- ◆ Environmentally-conscious jewelry design consultation and appointment
- ◆ Organically or locally grown floral
- ◆ Solo acoustic musicians playing guitar or violin to save electricity
- ◆ Plantable invitations and stationery
- ◆ Eco-friendly wedding favors to include organic fabric shopping bag with green canteen and fresh, locally-grown Florida oranges
- ◆ Customized environmental table numbers such as painted river rocks
- ◆ Ten hours of environmental community service by the Just Marry! team
- ◆ Copy of Just Marry! Green Wedding DVD

While a 'green' wedding may cost slightly more depending upon the materials selected by the couple and the extent of sustainable choices, the environmental savings can be substantial and the thoughtful choices can inspire guests to embrace more 'green' practices in their own lives. As part of its Green Lodging certification, Loews Portofino Bay Hotel gives all of its guests the opportunity to recycle plastic bottles, newspapers, aluminum cans and office paper. A hotel energy management system, programmable thermostats and high efficiency lighting help to conserve energy in guest rooms and in more than 45,000 square feet of meeting and function space. The hotel's Energy Star-rated appliances, low flow plumbing fixtures and a linen and terry re-use program help to conserve water and waste is reduced by recycling and purchasing items in bulk.

'Green' practices are in place across Universal Orlando Resort, which includes the three on-site hotels, as well as Universal Studios, Islands of Adventure and CityWalk. Groups holding events in the theme parks can recycle their glass and plastic, choose organic menus and opt for compostable, disposable dinnerware. Universal Orlando's conversion to alternative fuels includes the use of B-20 Biodiesel in diesel-powered vehicles, E-10 Ethanol in all gasoline vehicles and equipment and E-85 Ethanol for current Flex Fuel vehicles.

## **On-site Benefits**

Loews Portofino Bay Hotel is connected to its sister properties – Hard Rock Hotel and Loews Royal Pacific Resort – and to Universal Studios, Islands of Adventure and CityWalk by a scenic waterway. On-site hotel guests enjoy a variety of special theme park privileges, including Universal Express ride access. Just by showing their valid hotel room key card, on-site hotel guests can bypass most ride and attraction lines at Universal Studios and Islands of Adventure. This complimentary benefit is available to all guests staying on-site at Loews Hotels at Universal Orlando.

### **About Loews Hotels**

Headquartered in New York City, Loews Hotels & Resorts owns and/or operates 17 hotels and resorts in the U.S. and Canada. Located in major city centers and resort destinations from coast to coast, the Loews portfolio features one-of-a-kind properties that go beyond Four Diamond standards to delight guests with a supremely comfortable, uniquely local and vibrant travel experience. Loews boasts some of the industry's most innovative and successful travel programs, including Loews Loves Kids for families and Loews Loves Pets for discerning animals on the road. For reservations or more information on Loews Hotels, call 1-800-23-LOEWS or check [www.loewshotels.com](http://www.loewshotels.com).

### **About Universal Orlando Resort**

Universal Orlando Resort has created some of the world's most innovative theme park attractions based on pop culture's most compelling films and stories. Guests experience two exciting theme parks – Universal Studios and Islands of Adventure as well as Universal CityWalk, a 30-acre restaurant, shopping and nighttime entertainment complex; and three magnificently themed on-site hotels – Loews Portofino Bay Hotel, Hard Rock Hotel and Loews Royal Pacific Resort. Flagship experiences featured in the theme parks include “The Simpsons Ride,” “Revenge of the Mummy – The Ride,” “The Incredible Hulk Coaster” and “The Amazing Adventures of Spider-Man.”

### **About Just Marry!**

Founded by Susan Southerland in 1992, Just Marry! is the Southeast's premier, full service wedding planning company. Southerland leads a passionate and experienced team that has coordinated thousands of weddings around the country and the world. Focusing on destination, luxury, and cultural clientele, Just Marry! has offices in Orlando, Jacksonville, Savannah and St. Augustine. Southerland shares her first-hand experience with couples and industry peers alike in "Susan Southerland's Just Marry! Wedding Planning Secrets" DVD. In addition, Southerland recently released the anticipated "Susan Southerland's Just Marry! 77 Secrets for Greening the Wedding Industry" DVD. Just Marry! has been featured on the Style Network's "Whose Wedding is it Anyway?" and TLC's "A Wedding Story." For additional information and to purchase resources, please visit [www.justmarry.com](http://www.justmarry.com).