



FLORIDA CELEBRATES ENERGY EFFICIENT WEEK WITH WATERCOLOR INN GREEN LODGING DEDICATION

Environmentally-friendly hotel conserves resources and protects Florida's environment

SANTA ROSA BEACH - The Department of Environmental Protection (DEP) today launched Energy Efficient Week by welcoming St. Joe Company's WaterColor Inn to the Florida Green Lodging Program. The voluntary state program provides the lodging industry with technical assistance and encourages hotels and motels to adopt cost-saving 'green' practices that reduce waste, protect natural resources and conserve energy. "Presenting the WaterColor Inn with a Florida Green Lodge certification is the perfect way to kick off Energy Efficient Week," said DEP Secretary Colleen M. Castille. "By implementing and promoting energy efficient and 'green' practices, the Inn serves as a model for businesses and residents to emulate."

The WaterColor Inn is the first facility in Walton County, as well as the first St. Joe Company property, to become certified in the Florida Green Lodging Program. The Inn installed environmentally-friendly features such as ENERGY STAR™ appliances and equipment, fluorescent lighting, and automatic lighting sensors. The facility has also implemented low flow water fixtures and environmentally-protective air quality management. In addition, the WaterColor Inn uses environmentally-friendly cleaning products and implements recycling and trash reduction programs.

"The St. Joe Company is honored to become part of Florida's Green Lodging Program," said Rod Wilson, President of St. Joe's West Florida Region. "We take our commitment to the environment very seriously, from creating environmentally-friendly buildings to conserving and protecting green space in our communities to larger-scale conservation and preservation efforts. St. Joe is committed to raising the bar and setting the highest standards with environmentally-friendly development."

Florida's newest Green Lodge comes during Energy Efficient Week, designated as October 5-11, 2006 by the Florida Legislature as part of the 2006 Florida Energy Act. Energy Efficient Week encourages Floridians to invest in energy efficient products by providing relief from sales tax for approved products and appliances for up to \$1,500.

"Part of the Florida Energy Act passed this year by the Legislature, Energy Efficient Week aids Florida's consumers by providing sales tax relief on energy efficient products," said Representative Marti Coley. "In addition, the act also plays an important role in reducing barriers and diversifying the state's fuel supply to ensure greater energy and economic security for Florida."

Spearheaded by Governor Jeb Bush and the Florida Legislature, the 2006 Florida Energy Act takes the first comprehensive step toward a diverse, reliable and secure energy future by reducing regulatory barriers to expedite electric generation capacity and providing rebates, grants and tax incentives to drive the development of alternative fuel technologies. Energy Efficient Week, October 5-11, encourages Floridians to conserve energy and purchase energy-saving products.

"We encourage Floridians to take advantage of energy-efficiency opportunities to save money on their electric bills," said Jeff Lyash, president and CEO of Progress Energy Florida. "Energy efficiency is part of our balanced solution to manage energy costs while preparing to meet the challenge of providing reliable electric service for future generations."

Launched in March 2004, the Florida Green Lodging Program establishes environmental guidelines for hotels and motels to conserve natural resources and prevent pollution. As a reward for designation, Florida is recommending Green Lodges to companies and trade organizations seeking environmentally-conscious lodging and convention facilities. With the addition of the WaterColor Inn, the program has 18 hotels certified, with 16 in the process of becoming certified.

For more information about the Florida Green Lodging Program or to locate a Florida Green Lodge, visit www.floridagreenlodging.org. For more information about the 2006 Florida Energy Act or information on the sales tax holiday, visit www.FloridaEnergy.org.

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