



**The Juniper Hotel & Bistro is bullfrogpowered® with 100 per cent local wind power**

Bullfrogpowered hotel caters to eco-conscious business travelers

**Banff, Alberta, October 29, 2010** – Bullfrog Power®, Canada's 100 percent green electricity provider, today announced that The Juniper Hotel & Bistro is the first hotel in Western Canada to green all of its electricity requirements with 100 per cent renewable electricity. The decision is one of The Juniper's latest moves in a new strategy aimed at making the hotel a green destination for business travelers. Joining a growing list of Canadian homes and businesses across Canada advancing green power with Bullfrog, The Juniper Hotel & Bistro is supporting locally produced wind power and reducing its environmental impact through the decision.

Through the agreement, Bullfrog Power's generators inject renewable electricity onto the regional grid to match the amount of power The Juniper uses. In Alberta, Bullfrog's power comes exclusively from local wind power facilities that have been certified by Environment Canada under its EcoLogo<sup>M</sup> program. Across Canada, Bullfrog Power uses the collective demand of its customers to cause new renewable generation to be built.

"After auditing our organization's activities, we found out that electricity usage is a significant contributor to our hotel's emissions footprint," said James Kendal, General Manager, The Juniper Hotel & Bistro. "By choosing green electricity, we're able to reduce our environmental impact, support our local renewable power industry and proudly offer guests a welcoming, hospitable and sustainable destination."

Choosing green electricity complements The Juniper's existing sustainability programs, which include sourcing 80 per cent of its food products locally, incorporating green roofing into its design, and providing recycling bins in all guest rooms, meeting rooms and public spaces. With the belief that "humanity and nature can coexist in a healthy way," The Juniper, originally known as the Timberline, also incorporated recycled and reused materials when it underwent renovations in 2004. For example, the hotel used wood recovered from an old airport hangar in Fort Macleod for the dining room tables and slate from the roof of the old staff quarters for room number plaques. The hotel also created the mosaic floor in the lobby using stones from what was originally its penthouse patio.

– more –



"We applaud The Juniper for bullfrogpowering all of its electricity requirements as part of its commitment to sustainability," says Theresa Howland, VP Western Region, Bullfrog Power. "By supporting 100 per cent made-in-Alberta wind power, The Juniper is both reducing its environmental footprint and helping to promote more sustainable choices for our homes, businesses and travel."

For more information about the Juniper Hotel & Bistro or to book a business meeting or holiday celebration, visit [www.thejuniper.com](http://www.thejuniper.com) or call 1-866-551-2281.

**About Bullfrog Power**

Bullfrog Power, Canada's 100 per cent green electricity provider, offers homes and businesses a clean, renewable electricity choice. Bullfrog's electricity comes exclusively from wind and hydro facilities that have been certified as low impact by Environment Canada under its EcoLogo<sup>M</sup> program instead of from polluting sources like coal, oil, natural gas, and nuclear. Thousands of Canadian homes and businesses are doing their part to address climate change and air pollution by switching to green electricity with Bullfrog Power. [www.bullfrogpower.com](http://www.bullfrogpower.com)

**About The Juniper Hotel & Bistro**

Set at the base of Mt. Norquay at the edge of town, The Juniper Hotel & Bistro embraces all that Banff National Park has to offer—abundant wildlife, stunning vistas and a rich history. Originally created as a highway hotel in the 1950's, in celebration of the opening of the TransCanada Highway, today the 52-room Juniper is the first hotel in North America to reflect Art Eco design. This is a term coined by the Banff-based design team from Arctos & Bird as the perfect way to describe the reclamation, recycling and re-use that characterized the 2003-2004 restoration of the hotel. To reinforce its commitment to sustainability, The Juniper recently signed on to green 100 per cent of its electricity requirements with Bullfrog Power, Canada's 100 per cent green electricity provider. The Juniper is also the first hotel in Banff to be approved by Ocean Wise, the Vancouver Aquarium's rigorously monitored restaurant conservation program for purchasing seafood. [www.thejuniper.com](http://www.thejuniper.com)

– 30 –

**Contact Bullfrog Power**

William Pointon  
Manager, Public Relations  
Tel: 416.360.3464 ext 221  
Email: [william.pointon@bullfrogpower.com](mailto:william.pointon@bullfrogpower.com)

**Contact The Juniper Hotel & Bistro**

Kate Rogers  
Tartan Group  
Tel: 604-880-1494  
Email: [kate@tartangroup.ca](mailto:kate@tartangroup.ca)