



## Inn at Laurel Point

For Immediate Release

### New Inn at Laurel Point guest amenities support BC's Coastal First Nations

**Sept. 27, 2011, Victoria, BC** – Inn at Laurel Point, a waterfront hotel located in Victoria, BC, has just launched a new line of signature guest amenities, celebrating BC's pristine Great Bear Rainforest, Coastal First Nations and Silk Road.

The exclusive products feature woody base notes from oils of tree boughs, harvested from BC's Great Bear Rainforest by members of the Coastal First Nations – Great Bear Initiative, and are locally blended by Silk Road. The new line of amenities includes shampoo and conditioner, soap, bath foam and salts, body lotion, and massage oil.

"Here at the Inn, we're continuously looking for new ways to create remarkable guest experiences – these great-smelling and eco-friendly products are sure to fit the bill," said Ian Powell, managing director of Inn at Laurel Point. "These amenities also help further our message of sustainability importance, showing guests what it means to stay at an authentic, Earth-friendly hotel, while, at the same time, helping our local community and people."

The Coastal First Nations – Great Bear Initiative works to create meaningful employment in First Nations communities (such as producing the essential oils for these new hotel products) in order to build a conservation-based economy that respects traditional cultures, lands and waters. In the harvesting of the conifer boughs, the Coastal First Nations adhere to a high standard of eco-system based management, ensuring to the long-term sustainability of the Great Bear Rainforest.

"Since the beginning of time, the Coastal First Nations have been the stewards of this land and sea, relying on our innate knowledge to harvest natural resources without depletion," said Harold Yeltatzie, president of the Coastal First Nations – Great Bear Initiative. "Our work in the Great Bear Rainforest helps us come full circle by creating conservation-based employment opportunities and making sustainability top of mind. We're proud to be part of this project, one that shares the stories of our land and people."

Blended by Silk Road, the same provider of Inn at Laurel Point's signature tea, the exclusive amenities are mild, fresh and gender-neutral, appealing to both males and females. And adhering to Inn at Laurel Point's policy of being an Earth-friendly and carbon neutral hotel, the new products are plant-based and biodegradable. The hotel is also further-reducing its carbon footprint by sourcing locally from Silk Road, avoiding excessive, long distance shipping.

"It's a privilege to have a hand in the creation of these fine products," said Daniela Cubelic, owner of Silk Road. "Both of these entities, the Inn at Laurel Point and Coastal First Nations – Great Bear Initiative, do such great work in our community and it's an honour to help increase awareness of the Great Bear Rainforest, a place of pristine BC wilderness that's been overlooked for too long."

The signature products are available to guests staying in the Erickson Wing of the hotel and are for sale both at the front desk and online ([www.laurelpoint.com](http://www.laurelpoint.com)).

#### About Inn at Laurel Point

Inn at Laurel Point is an elegant, Pacific Rim-inspired waterfront hotel located downtown on Victoria's Inner Harbour. It was the first carbon-neutral hotel in BC and, *Condé Nast Traveler* has rated the Inn as one of the top 25 hotels in Canada. For more information about Inn at Laurel Point, visit [www.laurelpoint.com](http://www.laurelpoint.com).

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