

Contact:

Peter Olsen, Communications Director

Clean the World Foundation, Inc.

407-574-8353

polsen@cleantheworld.org

www.cleantheworld.org

The New Yorker Hotel's Discarded Amenities Now Recycled Into Life-Saving Tools

Orlando, FL — Wednesday, June 9, 2010 — The New Yorker Hotel, the second hotel in New York to partner with [Clean the World](#), will now provide nearly 400 children annually with desperately needed hygiene tools as part of an innovative program that [recycles soap](#) and distributes it to impoverished people worldwide. The gently-used amenities from the hotel's 912 rooms will skip a trip to the landfills and instead hit Clean the World's Recycling Operations Center (ROCs).

"Now that we have The New Yorker Hotel on board, we are on track to open our New York metro-area ROC," said Peter Insalaco, Regional Director at Clean the World. "We are thrilled to have them as part of our program. We're ready to bring New York to the forefront of the Clean the World mission."

Soap is both difficult to obtain in impoverished areas and crucial to preventing the spread of diarrheal disease and pneumonia, two of the biggest killers of children under age five.

With upwards of 75,000 hotel rooms in the New York area, a tremendous amount of waste is generated from discarded hotel soap and amenities. "We are extremely proud to help lessen needless waste and do it in a way that also has humanitarian purpose," said Sylvia Lima, general manager of the New Yorker Hotel.

"The entire housekeeping department, when they heard of this tremendous effort from Clean the World, were very excited to be a part of it," said Angela Sanchez, director of housekeeping.

Big-city amenities will continue to be recast with global purpose – just ask Clean the World and The New Yorker Hotel.

Additional Resources:

Contribute to save lives or donate soap and shampoo:

<http://www.cleantheworld.org/contribute.asp>

Become a Recycling Partner: <http://www.cleantheworld.org/partners.asp>

To Volunteer: <http://www.cleantheworld.org/volunteer.asp>

Clean the World Blog: <http://www.cleantheworld.org/blog/>

Follow us on Facebook: <http://tinyurl.com/3575sck>

Follow us on Twitter: twitter.com/clean_the_world

About Clean the World, Inc.

Clean the World is committed to reducing the waste created by discarded soap and shampoo products and collects these items from hotels to be recycled and distributed to domestic homeless shelters and impoverished people worldwide, helping to prevent millions of deaths caused by hygiene-related illnesses. Clean the World Foundation, Inc. is a not-for-profit, 501(c)(3) tax-exempt charitable organization. For more information visit:

<http://www.cleantheworld.org>

About The New Yorker Hotel

Conveniently located at 34th Street and Eighth Avenue in Manhattan, across from Madison Square Garden, The New Yorker Hotel is one of the largest art deco buildings in New York City.



The New Yorker Hotel has completed a massive, comprehensive \$70 million renovation of all rooms and public spaces. The legendary NYC hotel is well-suited for groups, business and leisure travelers and anyone seeking a great value in an unrivaled location in Manhattan. The newly-renovated hotel now features 912 guest rooms (several with terraces and View Rooms offering

spectacular views); 25,000 square feet of meeting space (two stately ballrooms and 12 meeting and conference rooms); an award-winning catering department; the 24-hour Tick Tock Diner and Cooper's Tavern; a complimentary Fitness Center; and a fully-equipped Business Center.

With a large variety of rooms to suit any traveler needs, the New Yorker Hotel's 912 rooms include 23 ADA certified rooms, and 70 luxury suites to choose from.

The New Yorker Hotel is conveniently located just minutes from Madison Square Garden and Penn Station. Down the street are the Empire State Building and Macy's, and just five minutes to the Theater District. Additionally, the hotel is just 2 blocks from the Jacob Javits convention center, 8 blocks from Times Square and only a 15 minute cab ride from Central Park.

For story ideas and other press-related material, check out The New Yorker Hotel's online press room

<http://www.NewYorkerHotel.com/pressroom.html>

For more information about The New Yorker Hotel, contact toll-free in the U.S. and Canada 866-800-3088 or visit <http://www.NewYorkerHotel.com> .
