



## *Riverwind Foundation*

### PRESS RELEASE

#### **Jackson Hole Airport Achieves BEST Certification**

Jackson, Wyoming: July 9, 2019 – The Jackson Hole Airport became the latest organization in Jackson Hole to reach the Business Emerald Sustainability Tier (BEST) level of sustainability performance. The standards in the BEST program are comparable to the world's most rigorous and comprehensive environmental, community, and economic sustainability criteria. The Jackson Hole Airport joins a growing group of businesses and organizations including the Elk Refuge Inn, Flat Creek Ranch, Jackson Lake Lodge, and Jackson Hole Chamber of Commerce to achieve third-party sustainability certification by the Riverwind Foundation, the originator of the [BEST program](#).

The BEST program was created to provide an opportunity and platform for those Reduce, Reuse, Recycle (RRR) Business Leaders that want to elevate their sustainability practices to higher levels of environmental stewardship, social responsibility, and economic vitality.

“Our goal as the Airport Board is to steward our ecosystem through best practices on site at the airport, and messaging to locals and visitors the importance of respecting this special place we call home” says Jackson Hole Airport Board President Rick Braun. “Collaborating with organizations like the Riverwind Foundation provides a great opportunity to evaluate what our Board is doing well and how we can improve our goals to reduce our impacts on the environment.”

“The BEST Certification highlights the dedication of the Airport Board along with staff to be leaders in responsible environmental sustainability across the aviation industry,” says Jackson Hole Airport Executive Director Jim Elwood.

"The Jackson Hole Airport board of directors and staff have demonstrated a strong commitment to environmental, social, and economic responsibility while operating a very complex, vital operation that serves our community and destination" says Tim

O'Donoghue, Executive Director of the Riverwind Foundation and coordinator of the Jackson Hole & Yellowstone Sustainable Destination Program. "By achieving BEST certification, the Jackson Hole Airport has established itself as a verifiable leader in sustainability for airports, businesses, and organizations. The Jackson Hole Airport is an inspirational gateway for visitors from all over the globe whose first impression of Jackson Hole and our environmental ethics is the Airport."

The Jackson Hole & Yellowstone Sustainable Destination Program is a collaboration coordinated by the Riverwind Foundation and its program partners, and supported by funding from the Jackson Hole Travel & Tourism Board and the lodging tax, USDA Rural Development, and many individuals, businesses, and organizations who support our community's environmental, social, and economic sustainability.

### **About The Award-Winning Jackson Hole & Yellowstone Sustainable Destination Program**

In collaboration with government agency, business, and nonprofit sustainability stakeholders and local schools, the Riverwind Foundation is coordinating a program to strengthen and unify the programs, policies, and practices for environmental stewardship, social responsibility, and economic vitality in Teton County, Wyoming. The Riverwind Foundation and Jackson Hole were selected by the World Travel & Tourism Council as a Destination Finalist in the 2018 Tourism for Tomorrow Awards, National Geographic as a Destination Leadership Finalist in the 2017 World Legacy Awards, and by Green Destinations as a Top 100 Sustainable Destination in 2016, 2017, and 2018.

The Town of Jackson and Teton County passed a resolution in April 2017 for "Jackson Hole to be a world-leading sustainable community and destination" and support initiatives that "contribute to the fulfillment of community goals and destination standards for environmental, social, and economic sustainability" and "find solutions to prevent, mitigate, and manage the increasing environmental and community impacts of visitation in order to protect the integrity of our environment and community upon which the health of our economy and quality of life is dependent."

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