



Immediate Release

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***Tourism Cares for Tomorrow* Announces Winners of Fifth Annual Sustainable Tourism Awards**

Orlando, FL (December 4, 2005) - At the United States Tour Operators Association luncheon sponsored by *Smithsonian Magazine* today, the winners of the *Smithsonian Magazine/Tourism Cares for Tomorrow* 2005 Sustainable Tourism Awards were announced as follows:

Preservation Category: The Louisa May Alcott Orchard House in Massachusetts

Opened in 1911 to the general public, the 315-year-old Orchard House brings to life the Alcott legacy in literature, art, education, philosophy, and social justice through tours, living history events, educational programs, and original family furnishings and archives.

Conservation Category: The Black Sheep Inn Ecolodge in Ecuador

The 10-room lodge was built with sustainable techniques including solar panels, compost toilets and rain water collectors. Guests are educated in conservation and sustainable living habits in a comfortable setting.

On-line voting for the awards increased by 22% over the votes cast in 2004. "This is the fifth year of these awards and each year it becomes more competitive. All of the more than 100 applicants were worthy of the Sustainable Tourism Awards. A panel of experts from various fields chose the six impressive finalists who all exemplify the tenets of sustainable tourism which these awards advocate," said Bruce Beckham, Executive Director of *Tourism Cares*, adding, "The winners embody sustainable tourism through their work in preservation and conservation, protecting our treasures and environment for future generations to enjoy." Each winner received \$20,000.

The other finalists by category were:

Preservation: Baltimore & Ohio Railroad Museum, Baltimore, Maryland
Preservation: Lower East Side Tenement Museum, New York, New York

Conservation: Shamwari Game Reserve, South Africa
Conservation: Chumbe Island Coral Park, Tanzania

Tourism Cares for Tomorrow is a non-profit that benefits society by preserving, conserving and promoting the responsible use of the world's natural, cultural and historic treasures and supporting education and research to help secure the positive future of travel and tourism worldwide. For additional information about *Tourism Cares for Tomorrow*, please go to **www.tourismcares.org**.