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FOR IMMEDIATE RELEASE:

Outer Banks Vacation Rental Company Implements Recycling Program

*Dare County and Sun Realty join efforts to support **Responsible Tourism***

Outer Banks, NC-Dare County and Sun Realty formed a partnership for the 2009 vacation season and implemented a plan that will hopefully become a trend for other local vacation rental companies. With over 3 million tourists visiting Dare County during the 2009 season, Sun Realty began participating in a program to encourage summer visitors to recycle while on vacation. Responsible Tourism, a pathway to sustainable tourism, is a growing trend in the vacation travel industry. Consumers are increasingly seeking businesses that are environmentally conscious.

In the spring of 2009, Dare County Recycling Manager, Carl Walker, and Ron Akers, General Manager of Sun Realty's maintenance division, Sun Services, came together to discuss how to help increase recycling by Sun Realty guests during the busy vacation season. The first phase of the program was placing recycling centers at every Sun Realty office in Dare County. This first year has been a trial period to ensure that employees were aware of the efforts and could accurately inform guests. Employees and guests who inquired about recycling were made aware of the centers and were invited to bring their recyclables to one of these locations, and Dare County would then pick it up. On Thursdays and Fridays, the materials were picked up and taken to the Manteo location of the Dare County Recycling Center, where the materials are sorted and processed. Making it even easier than ever to recycle in Dare County, vacationers do not even need to sort their materials, just drop off! Phase 2 is to begin "rolling out" the program to guests for 2010.

"Ron and the Sun team have made great efforts to decrease the amount of materials wasted during the 2009 vacation season. It has been a pleasure working with a company so devoted to the environment as Sun Realty", stated Walker.

Mr. Walker also mentioned that to-date, Sun Realty is the only property management company on the Outer Banks who sought out the program and inquired how it could be implemented into the company.

"This initiative was well-received by employees and guests. We are proud to have launched another sustainable program here at Sun," stated Ron Akers, on the success of the program's first year.

In addition to recycling, Sun Realty has incorporated other sustainable initiatives including; electronic document signing & work orders, energy efficient lighting, 100% green chemicals in the laundry center, and FSC certified paper in the printing of the Sun Realty Vacation Rental Guide.

About Sun Realty:

Sun Realty is the largest full service real estate sales and property management company on The Outer Banks of North Carolina. Established in 1980 by Paul Breaux, Sun Realty serves from the Currituck mainland and Corolla to Hatteras Island. For more information visit www.sunrealtync.com, or call 1-888-853-7770.