



## **FINGER LAKES VACATION RENTAL COMPANY LAUNCHES CAMPAIGN TO CLEAN UP THE GULF**

Penn Yan, NY July 30<sup>th</sup>, 2010—Finger Lakes Premier Properties has announced that for every new vacation rental booking, the company will make a contribution to the oil spill clean-up effort in the Gulf. All the money raised will be donated to the Coalition to Restore Coastal Louisiana (CRCL), an organization that has been dedicated to restoring and protecting a sustainable coastal Louisiana for over 20 years. The money raised will go directly towards mitigating the oil spill damage caused to the Gulf region by funding volunteer training and clean-up equipment necessary to preserve the coastal marshland.

Finger Lakes Premier Properties recognizes the importance of clean water and protecting our environment for future generations. As the largest vacation rental company in the Finger Lakes region, Finger Lakes Premier Properties is entirely dependent on the quality of the water and the overall beauty of the area—just like those currently struggling as a result of the spill in the Gulf. Guest Services Director, Amy Banach, captures this sentiment well: “When you realize that fishermen and residents off the Louisiana coast rely on the health of the water and the beauty of their shoreline for their livelihood, just like we do at FLPP, it’s hard not to want to lend a hand.”

This passion for taking care of the environment runs deep at Finger Lakes Premier Properties. Along with supporting local lake associations, the company’s Managing Broker, Lynn Thurston, is working with nine watershed organizations that have recently formed a regional alliance to work on issues such as Marcellus gas drilling, invasive species, and the reduction of phosphorus run-off into the Finger Lakes. Finger Lakes Premier Properties has also worked to reduce its footprint by restructuring its housekeeping program to incorporate the use of environmentally friendly products.

With this Gulf clean-up initiative, Finger Lakes Premier Properties recognizes that even if the spill is eventually contained and the issue moves out of the media limelight, the damage will endure and those on the front line must have our ongoing support. “Our hope,” explains Amy Banach, “is that people participate so we can prove that, even in the face of the biggest environmental disaster in U.S. history, our relatively small Finger Lakes region can affect positive environmental change on a national scale.” To book a lakefront vacation rental, go to [www.flpplake.com](http://www.flpplake.com) or call 888-414-5253 and choose from over 250 vacation homes on six beautiful lakes.