



## FOR IMMEDIATE RELEASE

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### **LOBERO THEATRE CERTIFIED AS A SANTA BARBARA COUNTY GREEN BUSINESS**

- **First Theater and Historic Building in Santa Barbara to attain this credential**
- **Improvements have been in progress for several years**
- **Recognized for environmentally responsible practices including:**
  - **Electricity Use, Water Use, Composting & Recycling programs and Employee Transportation Plan**
- **Will be honored at Green Business Program of Santa Barbara County Luncheon Celebration on March 23**

*Santa Barbara, CA, March 17, 2016* – The [Lobero Theatre](#) is proud to announce the recent accreditation as a [Santa Barbara County Green Business](#). In order to earn the certification, the Lobero Theatre had to undergo a thorough review, and implement solutions to improve efficiency in electricity, water use, and implement a sustainable transportation plan staff members. All of these improvements were introduced in a way that was congruous with the Lobero's historic aesthetic and corporate culture.

“We view efforts to reduce our carbon footprint as not only our social responsibility, but also as a way to decrease long term operational costs and increase the viability and comfort of the building. It's good for everyone.” – David Asbell, Executive Director

The Lobero is proud to lead by example in an industry not widely viewed through an environmental lens. As a historic building and cultural landmark, the Lobero is conscious of its lasting presence in the Santa Barbara community, and views adapting sustainable practices as a practical and advantageous way to ensure the vitality of the theatre long into the future.

**The Lobero Theatre will be recognized at the Green Business Program of Santa Barbara County Luncheon Celebration on March 23, at the Santa Ynez Valley Marriott.** The Lobero Theatre Foundation is honored to carry the torch for eco-friendly innovation as the first theatrical venue to complete the program, as well as the first historic building. For more information about the Green Business Program, please visit [greenbizsb.org](http://greenbizsb.org).

#### **“Greening” Up Our Act**

This certification marks several years of gradual changes to ensure environmentally safe practices at the Lobero Theatre. In 2011 the Lobero became the first theatrical or cinematic business to join the City of Santa Barbara's [Recycling](#) and [Foodscraps Recycling](#) Programs. These practices include requiring the use of compostable and biodegradable plates, flatware and paper products at all Lobero events, concessions and receptions. The Lobero also composts all leftover foodscraps, and will continue to utilize sorted trash collectors.

Soon after implementing these programs, the Lobero Theatre Foundation unveiled plans for a large-scale renovation of the building in 2013 which included efficiency upgrades to plumbing and electrical systems. At that time the Community Environmental Council Executive Director Dave Davis showed their support for the planned improvements, saying: “We need visionary partners [like the Lobero Theatre] who are committed to making older buildings as energy efficient as possible.”

More updates were included in the 2013 “Encore: Lobero” renovations included installing lo-flow toilets throughout the building, and any toilets that were not replaced at that time have since been retrofitted to reduce water use. New landscaping practices and drip lines keep outdoor water usage at a minimum. New energy efficient bulbs have been replaced throughout the building, and approved plans are in place for future improvements—including eco-friendly lighting for the Lobero’s centerpiece chandelier. Other electrical systems including heating and air conditioning have been inspected and approved. In addition, the Lobero Theatre has moved to using non-toxic cleaning supplies throughout.

### **The Green Business Program of Santa Barbara County**

The Green Business Program of Santa Barbara County helps businesses in the cities of Carpinteria, Santa Barbara, Goleta, Buellton, Solvang, Santa Maria, and Guadalupe, as well as the unincorporated areas of Santa Barbara County to operate in an environmentally responsible manner and recognizes them for their efforts. The Green Business Program of Santa Barbara is part of The California Green Business Program, a statewide group supporting and promoting green businesses at the state and national levels. The Green Business Program provides resources and assistance to businesses wanting to be green, certifies businesses through workshops and trainings, on-site visits & evaluation.

### **About the Lobero Theatre**

The Lobero Theatre is California’s oldest, continuously operating theatre. Originally founded in 1873 and rebuilt in 1924, it is recognized as one of Santa Barbara’s architectural jewels and a California and Santa Barbara landmark.

The Mission of the Lobero Theatre Foundation is to maintain, improve and operate the historic Lobero Theatre as a performing arts center and cultural asset to the community, and to present the highest quality productions in music, dance and theatre.

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