

A New Shopping “Habitat” Debuts In Yosemite Village

YOSEMITE NATIONAL PARK, Calif., April 21, 2010 – Visitors to Yosemite National Park are invited to experience a brand new Habitat this spring with the debut of the Park’s totally environmentally-friendly store, located next door to Degnan’s Deli in Yosemite Village. With products ranging from tee shirts made from recycled plastic bottles and children’s games made of soy, to organic snacks and solar powered water bottles that double as flashlights, the new Habitat store offers a range of affordable gifts, clothing and outdoor gear in a completely eco-friendly retail environment.

Operated by Delaware North Companies Parks & Resorts at Yosemite, Inc., Habitat exemplifies the company’s award-winning GreenPath® environmental stewardship program. Its 1,000-square-foot interior is a floor-to-ceiling exhibit of green interior design and retailing. Against a backdrop of light green, eco-friendly painted walls and an exposed concrete floor emblazoned with stenciled “Shop Green” emblems, Habitat’s display fixtures are made from recycled items that have been used within Delaware North Companies Parks & Resort at Yosemite’s operations. For example, a set of tables is made from stacked recycled tires, topped with recycled glass and reused shelving from The Ahwahnee’s kitchen, trashcans once used in the Park create the base for another table, and a third retail display is supported by bales of recycled cardboard. The cash register counter is made from wood that was once a Curry Village bar top, and the clothing hangers used in the store are all made from sustainable bamboo.

A wide range of consumer products are available at Habitat, including glassware made of recycled wine bottles; tee shirts, sweatshirts and tote bags made from a combination of recycled plastic bottles and cotton; clothing made from scraps of recycled fabric; jewelry made of recycled paper or metals; baskets created with recycled newspapers and plastic bags; purses made from reused computer keyboards, tires or pop tops from soda cans; children’s games and toys made from soy or bamboo; organic snacks; reusable water bottles, and a range of resource guides and books for those seeking a way to bring the Park’s experience home with them.

Throughout Habitat shoppers will find educational signage focusing on Yosemite’s environmental stewardship projects, and impressive statistics about waste diversion, energy savings and water usage. A selection of phrases can be found throughout the store, such as “Yosemite recycled 28 tons of plastic in 2009. If you laid the bottles end-to-end they would equal 111 miles or the distance of over seven round trips from Yosemite Valley to Half Dome,” and “Yosemite composts about 300 tons of food waste per year. If this food waste was thrown away instead, it would equal the size of 23 classic canvas tent cabins from Curry Village.”

In a single year visitors to Yosemite purchase 340,000 bottles of water. To encourage Park visitors to reuse and recycle, Delaware North Companies Parks & Resorts at Yosemite, Inc. is working with the National Park Service to install water filling stations throughout the Park, the first of which will be located just outside the entrance to Habitat.

Habitat is currently open Thursday through Sunday, 11 a.m. to 4 p.m. Beginning May 26, 2010, Habitat will be open 10 a.m. to 5 p.m. daily. The store is located at 9015 Village Drive, Yosemite National Park, CA 95389. For additional information, please call the store at 209-372-8453.

Follow the link to view the store: <http://www.youtube.com/watch?v=FAqO2i9XxZg>