

## **MEDIA RELEASE**

### **Giving Allergy Sufferers a Good Night's Sleep** *YMCA Auckland's City Lodge leading the way in eco-friendly sanitisation, in partnership with Ecotize*

**AUCKLAND, Wednesday 23rd August 2011** – When City Lodge, YMCA Auckland's award-winning 5 Star Qualmark Rated Backpacker and Silver Rated Environment was looking for a new bed sanitisation service, they decided to go down the most environmentally- and allergy-friendly route possible.

“Most hotels are just not sanitising their beds properly, or are using chemicals that can damage the environment and people's health,” says Glenn Gairdner, Hotel Manager City Lodge. “We wanted to use a system that would be both safe and thorough.”

City Lodge chose CleanBed, a programme run by New Zealand-owned company Ecotize. “Beds are the ideal living environment for all kinds of little nasties,” says Ecotize Managing Director Tim Haycock. “We sweat up to 400 millilitres a night, and create a nice warm home for dust mites, bacteria, mould, viruses, allergens and fungal spores to thrive on and deep inside our mattresses. 60 percent of the dust mites in your home live in your mattress. All of this is unhealthy for any person, but for those who suffer from allergies it's truly awful.”

Ecotize sanitises the bed through a three step process. First they use vibra-extraction units (commercial vacuum cleaners) fitted with germicidal UV lamps. These lamps kill surface bugs and bacteria. Then, they pass commercial grade super-dry hot steam over the mattress, blasting deep into the fibres and killing all remaining organisms. Finally, they apply an on-going antimicrobial protective coating to the bed.

“Many companies are just doing the first step,” says Haycock. “The problem is, most of the bad stuff lives inside the mattress, not on top of it, and UV can only treat the surface. The steam treatment is our point of difference – we're using simple heat and basic physics to kill dust mites and bacteria, instead of a dangerous chemical process. The final step, the protective coating, is also crucial, because without it the dust mites can be back to full force within six months.” Each bed goes through the full process once a year, and Ecotize returns every three months to steam sanitise the mattress and base.

Haycock says that City Lodge was attracted to the system for two reasons. “Glenn really liked the idea of sanitisation without chemicals and having the room available almost immediately, rather than having to wait for the smell and danger inherent in a chemical process to go away.”

“The investment City Lodge has made so far in this new system demonstrates our commitment to guest services and exceeding our customers' expectations,” Gairdner says. Haycock agrees. “At the end of the day, hotels are selling a good night's sleep. City Lodge are providing just that for all their guests, including the 20 percent of the population, and by extension the 20 percent of their customers, that suffer from asthma and dust mite allergies.”

#### **About YMCA Auckland**

Established in 1855 YMCA Auckland is one of the oldest organisations in the country. Its mission is to lead the way as the most respected provider of services for people to reach their full potential in body, mind and spirit and the vision is to build strong kids, strong families and communities

The YMCA Auckland owns/operates nine fitness clubs, delivers youth programmes at seven sites across Auckland with over 4,000 attendances each month, has more stadiums than anyone else (eight), has three camps, a 130 bed hostel and a 100 room hotel. It also has two swim schools, three early childhood education facilities and is the largest provider of OSCAR programmes in New Zealand. YMCA facilities are located in the CBD in Auckland - Albert Street (fitness), Grey Ave, Pitt Street (hostel) and Vincent Street (City Lodge). Ellerslie (fitness), Glendowie (Swim School), Hamilton (fitness), Hunau (Camp Adair), Massey, Mt Albert (fitness), North Shore (fitness), Onehunga (fitness), Panmure (aquatics and fitness), Panmure (stadium), Shakespeare (camp), Waiwera (camp).

For more information see <http://www.ymcauckland.org.nz/>

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