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Honey Bees Buzz Into InterContinental New York Barclay

Plus: The Bees Check-In! Video

http://www.youtube.com/user/NYBarclayHotel#p/u/4/Tbjd1u_tCSU

New York, NY, August 16, 2011 -- At the InterContinental New York Barclay it's all about "bee-ing" sustainable! Four colonies of honey bees arrived on the hotel's 15th floor rooftop garden this week. The four colonies, or hives, will help pollinate the hotel's herb and fruit garden as well as the flora of the hotel's midtown neighborhood. The gentle bees will also produce honey which the hotel plans to use in a variety of ways from culinary infusions at the Barclay Bar & Grill to candles for guest amenities.

The bees will likely be impossible to spot as they fly from rooftop treetops as far away as Central Park. While bees do collect pollen and nectar from flowers on the ground, they gather most often from the far more numerous blooms on trees.

The Barclay has enlisted the assistance of James Fischer and members of NYC Beekeeping to care for the colonies and tutor Executive Chef Serge Devesa and other hotel staff in the art of beekeeping. "Producing our own honey is a nice addition to the Barclay's effort to serve local, organic, seasonal, sustainable and healthy food, but the main reason for us to introduce beehives is to shoulder our share of responsibility in helping to keep our urban ecosystem as healthy as possible", said General Manager Hervé Houdré, "Bees are an endangered key element of biodiversity and are not often recognized as such. We hope that by introducing beehives Midtown Manhattan we will help New Yorkers feel closer to delicate ebbs and flows of our planet."

The Barclay is also extending the use of one of its kitchens to NYC Beekeeping to use for honey harvesting and bottling in pursuit of its mission to foster a strong community of responsible urban beekeepers, bring training and economic opportunity through beekeeping to under-served areas, conserve and protect honeybees and other pollinators, and contribute to the program and fundraising efforts of other related not-for-profit organizations.

Footnote: The InterContinental New York Barclay is in good company. Sherlock Holmes was a beekeeper. According to Arthur Conan Doyle, the famous detective retired to Sussex in the early years of the Twentieth Century and engaged in beekeeping, dividing his time between philosophy and agriculture.

Sustainability in the City

Now powered by 100% wind energy, the InterContinental New York Barclay practices the principles of the Triple Bottom Line: economic prosperity, social responsibility and environmental protection. Nearly all food

offered at the Barclay is organic, seasonal, natural or local, including our popular Natural Power Breakfast. Striving to make our hotel as eco-friendly as possible, the Barclay has a waste management program which includes composting and reduced paper consumption. Ninety-five percent of the hotel's lighting is achieved with Compact Fluorescent Bulbs (CFL) or Light Emitting Diodes (LED.) The InterContinental New York Barclay has "adopted" East Side Community High School and has forged a partnership which links that school with Hatua Likoni School and orphanage in Kenya. Our hotel raises funds for Haiti, Chile and many other causes such as domestic violence, animal shelters and Cancer organizations. We look forward to adding many more initiatives to our Corporate Responsibility strategy in the years to come. InterContinental New York Barclay, 111 East 48th Street, New York, NY 10017 Tel. (212) 755-5900. www.intercontinentalnybarclay.com ; Facebook: www.facebook.com/NYBarclay ; Twitter: http://twitter.com/IC_NYBarclay ; <http://foursquare.com/venue/85741>