



PRESS RELEASE

Anantara Seminyak Bali Resort Participates in International Coastal Cleanup 2015

Bali, September 2015 – Demonstrating an ongoing commitment to preserve its beautiful natural surrounds, Anantara Seminyak Bali Resort proudly took part in the annual International Coastal Cleanup project on Seminyak Beach on 19 September 2015.

Ocean Conservancy's International Coastal Cleanup project has developed over the past 28 years to become the world's largest volunteer effort for ocean health. Each year millions of eco-friendly warriors from all over the world help to clear waste from the shores of lakes, streams, rivers and oceans. Thanks to these eco volunteers recording every article collected, Ocean Conservancy gains accurate insights into the manufactured items which are impacting our planet's health.

For this year's International Coastal Cleanup, Anantara Seminyak Bali Resort, together with the Bali Hotels Association, as well as other resorts and local schools in Seminyak, gathered at 7:00 am to spend two hours cleaning Seminyak Beach. The "Green Army" covered a distance of two kilometres, picking up all kinds of rubbish along the way. Plastic bags, containers, cutlery, cans, cigarettes and household waste, along with abandoned shoes and fishing debris, were just some of the 11,965 items collected. The total trash haul weighed in at over 170 kilogrammes.

As a Green Globe Certified hotel, Anantara Seminyak Bali Resort is committed to environmental, social and cultural preservation. The resort is constantly striving to find new ways to protect our precious planet, and this eco-friendly activity is just one of the many local, national and international initiatives that the property is involved with.

Clinton Lovell, General Manager of Anantara Seminyak Bali and Executive Director of Environment for the Bali Hotels Association, stated, "Thank you to Anantara's green team and all the eco warriors who participated in the International Coastal Cleanup project this year. They successfully transformed the image of Seminyak's coastline, enabling beach lovers to enjoy the pleasure of pristine sands. Even more importantly, it prevented a huge amount of rubbish from polluting the Indian Ocean. We hope that locals and tourists alike will take note of our achievements and be even more considerate about the items they purchase and how they dispose of their garbage, and go on to spread the word."

-Ends-

Editor's Notes:

Anantara is a luxury hospitality brand for modern travellers, connecting them to genuine places, people and stories through personal experiences, and providing heartfelt hospitality in the world's most exciting destinations. The collection of distinct, thoughtfully designed luxury hotels and resorts provides a window through which to journey into invigorating new territory, curating personal travel experiences.

LIFE IS A JOURNEY.

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From cosmopolitan cities to desert sands to lush islands, Anantara connects travellers to the indigenous, grounds them in authentic luxury, and hosts them with passionate expertise. The portfolio currently boasts over 30 stunning properties located in Thailand, the Maldives, Indonesia, Vietnam, China, Cambodia, Mozambique, Zambia, the UAE and Qatar, with a pipeline of future properties across Asia, the Indian Ocean, Middle East and Africa.

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Founded in 2004, and based on the airline alliance model, Global Hotel Alliance ("GHA") is today the world's largest alliance of independent hotel brands. GHA uses a shared technology platform to drive incremental revenues and create cost savings for its member brands, and operates a multi-brand loyalty programme, DISCOVERY, which has over six million members. GHA's member brands encompass over 550 upscale and luxury hotels with 110,000 rooms across 76 different countries. For more information visit www.gha.com

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