

## **Vacation Responsibly with Couples Resorts**

*Couples Resorts adheres to the highest environmental standards*

**MONTEGO BAY, JAMAICA – July 9, 2007** – The eco-friendly traveler can sleep with a lighter conscience knowing that all four Couples properties are Green Globe 21 certified. The organization works with companies and communities to achieve and maintain good environmental and social practice, deliver maximum benefit to all interested parties and provide choice for concerned consumers.

Upon arrival and during orientation, each guest is informed about the Couples environmental policy and how they can make a difference to conserve resources, such as switching off the air conditioner and lights when the room is unoccupied. Guests are asked to reuse towels and water from the laundry and plant room is recycled to water the garden and tennis courts. As a testament to Couples' preservation efforts, there is an environmental team headed by an Environmental Manager who oversees implementation of these policies.

“We recognize Couples Resorts has an important role to play in protecting and enhancing the environment for guests and the residents of Jamaica” stated Randy Russell, Chief Romance Officer and Senior Vice President of Sales and Marketing. “We are proud that all four resorts have been recognized by Green Globe 21 standards as we strive to maintain the pristine beauty and sustainable tourism in and around all of our properties.”

Couples Resorts embraces its social responsibility by supporting local employment and development. The delectable menu items incorporate food purchased from local farmers and fishermen. In addition, all of the herbs and spices used in these meals are picked from the onsite herb garden. The resorts allow guests to purchase souvenirs from local business people by creating a space for local vendors to sell their crafts on property. Along with hiring employees from surrounding communities, Couples works with local environmental organizations and sponsors initiatives such as environmental campaigns in neighboring schools and beach clean-ups. With all of these measures in place, guests are ensured an environmentally sound experience while vacationing at Couples Resorts.

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### **About Green Globe 21**

Green Globe 21 is the only global Benchmarking, Certification and improvement system assisting the international travel and tourism industry to attain sustainability. Green Globe 21 provides a certification system that responds directly to the major environmental problems facing the planet, including the greenhouse effect, over-use of freshwater resources, destruction of biodiversity, production of solid and biological waste and social issues.

### **About Couples Resorts**

Couples Resorts, headquartered in Montego Bay, Jamaica, owns and operates three properties in Jamaica, West Indies. Couples Ocho Rios, the first-ever couples only, all-inclusive resort, Couples Swept Away and Couples Negril. Pioneered by the legendary Abe Issa – "father of Jamaican tourism" – each Couples Resort is an unsurpassed model of the all-inclusive concept, boldly designed with local inspiration to create a harmonic sense of nature and authentic Caribbean spirit. For over 25 years, Couples has delighted guests and refined the Caribbean all-inclusive resort experience by providing unparalleled service, exceptional dining experiences and exclusive added value inclusions. For further information, call 1-800-COUPLES or visit [www.couples.com](http://www.couples.com)

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