

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: FW: How to Honor & Celebrate Earth Day Year Round When Traveling
Date: Wednesday, March 27, 2024 9:37:27 AM
Attachments: [image001.png](#)

Hi [REDACTED],

Just wanted to share the team's latest pitch for Earth Day/Paradise on Tap. This pitch was sent out today, 3/27 to 87 journalists.

Let us know if you have any questions!

Thanks,

[REDACTED]

[REDACTED] [REDACTED]

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Sent: Wednesday, March 27, 2024 9:27 AM
To: [REDACTED]
Subject: How to Honor & Celebrate Earth Day Year Round When Traveling

Hi [REDACTED],

Earth Day (4/22) is our global reminder to protect the planet. With a continued focus on sustainability in the tourism industry, people should be environmentally conscious when traveling, and it can be as simple as how you consume your drinking water.

Travelers may know Aruba for its crystal-clear beach waters, but most don't know they can drink the island's tap water. Encouraging visitors to ditch bottled water, ATA partnered with Water Sommelier [Martin Riese](#) to enhance Aruba's drinking water, [Paradise on Tap](#).

- **DITCH BOTTLED WATER:** Pack your reusable water bottle! Potable and delicious, Aruba's water is made from Caribbean Sea turned tap as it goes through an extensive filtration and treatment process.
- **ARUBA (ECO-CONSCIOUS) PROMISE:** Travelers are encouraged to take the [Aruba Promise](#), a commitment to being an eco-conscious visitor to keep Aruba One happy island for generations to come.
- **WATER HOTEL PACKAGES:** Eco-conscious [Bucuti & Tara Beach Resort](#) and [Boardwalk Boutique Hotel](#) have created two, limited-time bookable guest packages to feel refreshed and rejuvenated through Aruba's waters (outlined below).

Arubans take pride in maintaining and preserving the beauty and nature of the island year round - from their [eco-friendly policies and legislation](#) to their community initiatives [supporting sustainable tourism](#).

Assets can be found [HERE](#). Is this a fit for any upcoming Earth Day stories or round ups? Let me know if you need any more information or have any questions.

Best,



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About Paradise on Tap

The [Aruba Tourism Authority](#) (ATA) teamed up with Certified Water Sommelier, [Martin Riese](#), to showcase [Paradise on Tap](#) featuring limited-time bespoke travel experiences. Both potable and delicious, Aruba's water is made from Caribbean Sea turned tap as it goes through an extensive water treatment process to create Paradise on Tap – so good it received the highest stamp of approval.

- Video, hi-res images and [press release](#) can be found [HERE](#).

Hotel Packages:

- **[Bucuti & Tara Beach Resort](#)**: Guests can experience the regenerative power of water and nature in the ultimate wellness retreat. Harmonize your body and mind with Yoga by the Sea, Sound Healing sessions, restorative spa treatments and more. Then, explore Aruba's marine beauty through a once-in-a-lifetime private snorkel sail with breathtaking views. Available now through August 2024. To book visit <https://www.bucuti.com/wellness/packages/relax-recover>
- **[Boardwalk Boutique Hotel](#)**: Guests can embrace the essence of H2O through the hotel's water-inspired activities like an ocean-wave massage and a 3-course sea-inspired lunch. Be refreshed with a floating meditation session and discover sustainable luxury with this unique coastal retreat that goes beyond the ordinary. To book the experience visit <https://www.boardwalkaruba.com/en/specials>

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