

**From:** [REDACTED]  
**Subject:** FW: Voluntourism | Ways You Can Do Good While On Vacation  
**Date:** Thursday, March 13, 2025 1:17:36 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image006.png](#)

---

Hi [REDACTED],

Please see below for the team's Voluntourism in Aruba pitch for Aruba. This pitch was sent out yesterday, 3/12 to 43 journalists.

Let us know if you have any questions!

Thanks,

[REDACTED]

[REDACTED] [REDACTED]

---

**From:** [REDACTED]  
**Sent:** Wednesday, March 12, 2025 9:20 AM  
**To:** [REDACTED]  
**Subject:** Voluntourism | Ways You Can Do Good While On Vacation

Hi [REDACTED],

Each year, more than **10 million** travelers engage in volunteer initiatives while vacationing, with voluntourism continuing to be an increasingly popular way to combine travel with making a positive impact. Many of these efforts focus on sustainable and environmental causes, offering the chance to leave a lasting mark on the places they visit.

Aruba is no exception, with multiple opportunities for visitors to contribute to the preservation of the island's delicate ecosystem. From hotel volunteer programs to community-driven events, travelers can engage in meaningful initiatives that support Aruba's local communities and environment. One of the biggest events of the year is [CEDE Aruba's Aruba Doet](#) - an island-wide volunteer event, held on **May 16-17**, one of the largest of its kind in the Caribbean.

To support local communities of [Aruba](#) in protecting and preserving Aruba's delicate ecosystem, travelers can partake in several hotel volunteer programs and island-wide community events such as [CEDE Aruba's Aruba Doet](#), one of the largest volunteer events in Aruba and the Caribbean from May 16-17.

Through these efforts, travelers can help sustain the wellbeing of Aruba's flora, fauna, land and

water and create memorable, impactful experiences during their stay.




Please see below for a full list of voluntourism opportunities in Aruba.

Is this a fit for any upcoming stories?

Thanks for considering!



*This material is distributed by Zeno Group, Inc. on behalf of Aruba Tourism Authority. Additional information is available at the Department of Justice, Washington, DC.*

CEDE Aruba - Aruba Doet	
 	<p>From May 16-17, CEDE Aruba will be organizing the 13th edition of Aruba Doet - one of the largest volunteer events in the Caribbean. This is an opportunity for social organizations to complete community work with the helping hands of volunteers. Projects include:</p> <ul style="list-style-type: none"><li>● Beach and nature cleanups</li><li>● Mural paintings</li><li>● Gardening</li><li>● Decorating</li><li>● Renovating/building</li></ul> <p>Travelers are encouraged to join the local community for this annual volunteer event by signing up at <a href="http://www.arubadoet.com">www.arubadoet.com</a>.</p>
Boardwalk Boutique Hotel Aruba	
	<p>Boardwalk Boutique Hotel Aruba's <a href="#">Do-Good Program</a> inspires guests to support the local community and environment in Aruba. Initiatives include:</p> <ul style="list-style-type: none"><li>● <b>Beach Cleanup:</b> The hotel hosts a #Boardwalkbucketchallenge where guests are encouraged to take a bucket from the hotel's bucket station and fill it up with trash on the beach. Then, guests are asked to take a picture of their bucket and share it on social media using #Boardwalkbucketchallenge and return it to the hotel staff to recycle.</li></ul>



- **Donate a Crate!**: Guests can choose from 3 crate options to add to their bill: Baby, Hygiene or Food, and Boardwalk will purchase these items and deliver them to the local food bank, Fundacion pa nos comunidad (FPNC). Guests can also make a monetary donation to support Aruba's local food bank by adding an amount of your choice to your bill.

### Bucuti & Tara Beach Resort, Aruba



Bucuti & Tara Beach Resort, Aruba offers the following voluntourism opportunities:

- **Monthly Beach Clean-up**: Each month, guests are invited to team up with Bucuti Associates for its traditional beach clean-up. The volunteer initiative helps keep the beach pristine and free of debris that can negatively impact endangered Leatherback sea turtles, flora and fauna on land, and marine life just off the coast.
- **The Bucuti Tara - GMC Nature Preserve**: [The Bucuti Tara - GMC Nature Preserve](#) is a protected 30-acre stretch in the heart of busy Noord where guests are invited to join resort staff, the island's reforestation non-profit Ban Lanta y Planta and community members help with the plantings and work towards reforesting the area.

**ZENO**

**FEARLESS PURSUIT OF THE UNEXPECTED**

2024 PRWeek US Outstanding Large Agency  
2023 PRWeek Purpose Agency of the Year