

## **PRESS RELEASE**



### **Bintan Lagoon Resort Goes Green**

Singapore, 5 June 2008 – On World Environment Day, Bintan Lagoon Resort (“BLR”) will be planting 100 trees around the resort to participate and commit itself to environment caused. It is the first time that the management and staffs of BLR come together corporately to take part in this event with 3 initiatives lined up from beach cleaning, smoke-free day for all staff, as well as tree planting at the resort.

Being environmentally conscious, BLR has been committed to fully involved in efforts that can reduce waste, reduce carbon emissions and mitigate climate change. In recent years, BLR has introduced a number of measures to help to promote environmental practices within its properties to communicate green living to guests. For example, lightings in public areas are set to on and off using a timer to ensure minimum energy consumption. The resort also involves its guests in participating in ‘save towels’ initiative to reduce the use of detergent and water. Waste reduction is emphasized through its recycling program, doing bulk purchases to reduce packaging wastage, eliminating unwanted printings, faxes and mailings.

Following this year World Environment Day’s theme of ‘CO2 Kick the Habit – Towards a Low Carbon Economy’, the management and staffs of BLR has declared that day as a non-smoking day for all staffs. This initiative has been welcome by the staffs as they pledge to stay smoke-free for a day. With 2 kilometers of beach lining along the resort’s coast, BLR strive to maintain a clean and pristine white beach for its guests usage through the removal of any rubbish that will harm the sea animals or dirty the beach.

Some 5,000 hibiscus plants have also been planted along the resort’s main road to the lobby. This will not only to beautify the surrounding but also enhance the quality of the environment. To make the event even more meaningful, the resort has also invited long staying guests to join in this worthy campaign by planting a fruit tree each on a designated plot of land at the resort. A plaque bearing the guest’s name will be placed at the bottom of the tree to recognize their contribution to the environment.

“We are committed to protecting our environment and preserving our natural resources, reducing carbon emissions and mitigating climate change.” Mr. Ramey, Group General

Manager. “Everyday habits and simple practices can make a big difference, and we hope today’s various initiatives will inspire the community and our guests to join our effort to reduce, reuse and recycle to help preserve mother earth.”

This environmental initiative serves as an example of BLR commitment to the environment. Guests staying at BLR can therefore discover a hotel that is customer as well as environment centric.

*Picture 1 – Mark Isley*



*Picture 2 – Our long-staying guest planting a tree for tomorrow*



### ***About Bintan Lagoon Resort***

*Set amongst more than 300 hectares of beachfront gardens, Bintan Lagoon Resort offers a world of choice. This deluxe resort has 416 contemporary rooms and suites and 57 villas including an impressive range of 12 dining options and nine function rooms.*

*It is renowned for its two 18-hole golf courses designed by Jack Nicklaus and Ian Baker – Finch, as well as the wide ranging sea sports and land activities, including a spa centre and Bintan’s first island party club, Silk.*

### ***About 3 Degrees Hospitality***

*Bintan Lagoon Resort is wholly managed by 3 Degrees Hospitality Pte Ltd. 3 Degrees Hospitality is the hospitality arm of 3 Degrees Asset Management Pte Ltd, a private investment firm.*

*3 Degrees Hospitality is a hospitality management focused Singaporean firm. It currently owns and manages two hotels, the Bintan Lagoon Resort ([www.bintanlagoon.com](http://www.bintanlagoon.com)) in Bintan, Indonesia and Baan Yin Dee ([www.baanyindee.com](http://www.baanyindee.com)) in Phuket, Thailand.*

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