

FOR IMMEDIATE RELEASE

FROM LUXURY CRUISING TO ENVIRONMENTAL CRUSADING: MV AIDA PERLA'S CREW TAKES ON BEACH CLEANUP IN DOMINICA

The Crew's Commitment to 'Operations Ocean Alive' Manifests in a Cleanup Drive, Highlighting the Urgency of Protecting Our Oceans

ROSEAU, Dominica, (January 26, 2024) – The environmental team of the MV AIDAPerla, in line



with its dedication to "Operations Ocean Alive," conducted an impactful beach cleanup on Sunday, January 14, 2024. Aiming to preserve and protect the environment, focusing on the oceans, the crew conducted the cleanup along the coastline, hosting Woodbridge Bay Port, Police Base, and Ma Boyd Bar.

Led by the Environmental Health Officer, Jörg Mensdorf, the team of twenty (20) dedicated crew members collected several types of waste,

including plastics, fishing nets, and bottle caps. The gathered garbage was later disposed of at the landfill. Notably, officers from the Product Development Team of Discover Dominica Authority (DDA) also actively participated in this all-essential beach cleanup.

"We are thrilled to be here, honoring our commitment to the environment alongside our cast and crew members," stated Jörg Mensdorf. He further expressed the MV AIDAPERLA's pride in contributing to this widespread initiative geared toward protecting our oceans.

Odile Jno Baptiste, the Product Promotions Manager at the Discover Dominica Authority, commented, "Events like these beach cleanups are just one of the many ways to give back to local communities and safeguard the environment of Dominica, the Nature Island. We sincerely appreciate the valuable contribution made by the management and crew of the MV AIDAPERLA."

The Discover Dominica Authority expressed its gratitude for the joint efforts of Whitchurch Shipping, Dominica Taxi Association, Environmental Health, and Popular Garbage Disposal. Their support was instrumental in advancing this noble cause.

As Dominica's tourism authority, DDA urges the cooperation of all individuals in maintaining clean, picturesque, tranquil, and serene beaches and oceans.

For more information on *Dominica*, contact *Discover Dominica Authority* at +1 767 448 2045. Or, visit *Dominica's* official website: www.DiscoverDominica.com, follow *Dominica* on Instagram and Facebook, and take a look at our videos on YouTube

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About Dominica

Dominica (pronounced Dom-in-EEK-a), recently ranked by Forbes as a top travel destination for 2023, lies in the Eastern Caribbean between Guadeloupe to the north and Martinique to the south. Air travelers can connect to Dominica directly from Miami on American Airlines and make regional connections on Air Antilles, Air Sunshine, Coastal Air Transport, InterCaribbean Airways, LIAT, Caribbean Airlines, Silver Airways - (Code share: American Airlines, Delta, JetBlue), from the surrounding hubs of Antigua, Barbados, Guadeloupe, Puerto Rico, St. Maarten, St Lucia, the British Virgin Islands, and the U.S. Virgin Islands. If traveling by sea, travelers may connect to Dominica on the L 'Express des Iles ferry service from Guadeloupe, Martinique, and St. Lucia, and Val' Ferry from Guadeloupe and Martinique.

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