AMRESORTS REAFFIRMS COMMITMENT TO PROTECT ENDANGERED MARINE TURTLES AGAIN THIS YEAR

Luxury Resorts Give Back By Educating Guests On Wildlife Conservation

PHILADELPHIA (Release at will) — With the 2012 turtle nesting season fast approaching, many AMResorts properties are gearing up to carry on AMResorts mission: preserve the Caray Green Sea turtles and olive Ridley Marine Sea turtle through “Dreaming of Freedom,” AMResorts conservation program. First initiated in 1993, “Dreaming of Freedom” is designed to protect these endangered species of turtle by educating resort guests and the surrounding community. Every year, from June to September — the female turtles’ reproductive season — guests and employees have the chance to learn about the plight of the turtles and the importance of their preservation.

Annually, the Caray Green and olive Ridley female sea turtle returns to the beach of their birth to dig nests and lay eggs at night as they have for hundreds of thousands of years. Resort employees and volunteers aid in the effort by collecting the nests for preservation in the resort’s Conservation Center. This prevents possible destruction or damage to the eggs from inclement weather, natural erosion, high tides; predators like seagulls, and from the presence of humans on the beach. Every single day the resort’s dedicated staff counts and dates the eggs, controls the temperature of the nests, and monitors the condition of the sand. Upon hatching, these tiny creatures are carefully returned to the beach at night, where they instinctively go toward the water, following the horizon and the moon.

All participating resorts have gained tremendous respect throughout their respective regions; encouraging surrounding municipalities to bring nests from nearby beaches to the resort for preservation. In one recent season, more than 33,000 eggs werewedged, with approximately 30,000 turtles being released, and thereby saved, all at one resort. In support of this special program, guests and their families are encouraged to adopt their very own turtle through voluntary donations. Proceeds of the donations go toward the improvement of the on-site turtle nurseries and the continued education of the each resort’s Marine Specialist.

AMResorts vision is to garner enough donations and resources to build permanent Conservation Centers at all resorts, further supporting environmental programs taught in the local public schools. In addition, part of the proceeds from the turtle adoptions are donated to Pasitos de Luz, a non-profit institution which supports severely disabled children whose families have limited economic resources. These children are invited to be part of the turtle release ceremonies every year.

ABOUT AMRESORTS

AMResorts (www.amresorts.com) is the provider of sales, marketing and brand management services to five brands of exclusive resort properties in Mexico, Jamaica and the Dominican Republic: ultra luxurious Zoetry® Wellness & Spa Resorts (www.zoetryresorts.com; 1-888-4-ZOËTRY); adults-only Secrets® Resorts & Spas (www.secretsresorts.com; 1-866-GO SECRETS); luxurious Dreams® Resorts & Spas (www.dreamsresorts.com; 1-866-2-DREAMS); vibrant and contemporary Now® Resorts & Spas (www.nowresorts.com; 1-877-NOW-9953) and fun-filled Sunscape® Resorts & Spas (www.sunscaperesorts.com; 1-866-SUNSCAPE). Zoetry Paraiso de la Bonita Riviera Maya and Secrets Marquis Los Cabos are proud members of Leading Hotels of the World.

Images, logos, and informational material about all of AMResorts brands and properties are available at www.amresorts.com/media.