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**IMMEDIATE MEDIA RELEASE**

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**Turn Off The Lights**

Amara Hotels & Resorts Votes for Earth in Global Elections 2009

**Singapore, 27<sup>th</sup> March 2009** – Amara hotels & Resorts will be participating in Earth Hour, a global initiative aimed at providing a platform for 1 billion people around the world to turn out their lights for one hour and come together in one voice to “Vote for Earth”.

Organized by the World Wide Fund for Nature (WWF), Earth Hour is the world’s first voluntary movement towards a call for action on climate change. No less than 518 organisations, educational institutes and non-profits from Singapore will be joining Amara Hotels & Resorts as lights are switched off between 2030hrs to 2130 hrs on 28<sup>th</sup> March.

“Both properties of Amara Hotels & Resorts in Singapore: Amara Singapore and Amara Sanctuary Resort Sentosa, are anxiously looking forward to this coming Earth Hour.” remarked Sharon Vu, Marketing Communications Manager of Amara Hotels & Resorts. “This symbolises our commitment to reduce the environmental impact of our hotels’ operations. Walking the talk, we want to lend our support towards Earth Hour’s aim of creating awareness and action towards climate change. Also, to instill a positive attitude towards environmental responsibility in our staff, we are organising some fun activities for them that day.”

On any other days, Amara Hotels & Resorts encourages guests in all their properties to reuse their bed linens and towels. Tokens in the form of leaves are provided in all rooms. Guests will place the leaves on their beds or bathtub to indicate the need to change their bed linens and towels. This helps to conserve water resources by reducing the laundry load.

To lower the amounts of greenhouse gases emitted into the Earth’s atmosphere, Amara Sanctuary Resort Sentosa has adopted the green practice of engaging Compressed Natural Gas (CNG) taxis for guests commuting out of the resort.

“These CNG taxis are available in 4 or 7-seaters and even in a Mercedes limousine. It feels more comfortable than the usual 4-seater taxis that I sit in. Besides, I’m also happy to know that I am doing my part to save Earth by using these CNG taxis to help reduce carbon emission.” remarked Limin, a guest of Amara Sanctuary Resort Sentosa.

Amara Singapore Hotel  
165 Tanjong Pagar Road  
Singapore 088539



Amara Sanctuary Resort Sentosa's architectural design is also used to allow its lobby to be illuminated by natural light. A sundial design from the high ceilings of the resort's lobby enables the sunrays to shine through, reducing the reliance on fluorescent lighting. The presence of 20 Verandah and Courtyard suites, alongside the resort's 10 villas encourages outdoor living spaces. A choice of a private balcony or an expansive private backyard reduces the incidence of use of air-conditioning. Energy consumption levels can be lowered as a natural lodging experience is created for guests of Amara Sanctuary Resort Sentosa.

Added Sharon, "Internally, we have also started to encourage staff members to re-use, reduce and recycle materials. We have created separate makeshift recycle containers for the materials we have accumulated throughout the day. Being environmentally friendly is as easy as taking small steps in our everyday life. Getting accustomed to green habits may also translate to better cost savings for the company."

Join Amara Singapore and Amara Sanctuary Resort Sentosa in their vote for Earth this coming 28<sup>th</sup> March.

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### **About Amara Hotels & Resorts**

Amara Hotels & Resorts owns and manages properties globally. Headquartered in Singapore, Amara believes in the delivery of excellent service. Guests can expect to be presented with a unique and individual experience throughout its properties around the world. Through paying attention to all details of their guests' experience, Amara promises to host them with warmth and passion, hallmarks of the quintessential Asian hospitality presented by Amara Hotels & Resorts.

### **About Amara Singapore**

Amara Singapore is a 380-room business hotel located within Singapore's Central Business District. Amara Singapore showcases special touches such as a minimalist themed lobby, an exclusive Club Floor with personalised butler services, and a contemporary Balinese-style resort pool. Guests will also enjoy an exquisite dining experience through the hotel's collection of iconic, chic restaurants and bars: *Silk Road*, *Thanying*, *Element*, *Café Oriental*, *Santaro Fine Dining*, *Hyang-to-Gol*, *Hue Restobar*, and *Alphabet Bar*.

### **About Amara Sanctuary Resort Sentosa**

Amara Sanctuary Resort Sentosa is a luxurious, contemporary 121-room resort nestled within Sentosa's popular Palawan beach. An oasis of lush verdure, guests will

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experience peace and tranquility as they step away from the hustle and bustle of Singapore's city life. The resort blends colonial architecture, modern design and fine-dining establishments: *Shutters*, *SiBon*, *Silk Road of the Sea*, *Thanying* and *Upper Tiers Bar*, all set within a tropical panorama.

For more information on the hotel, visit [www.amarahotels.com](http://www.amarahotels.com)

**Issued by Resonance Consultancy Pte Ltd on behalf of Amara Hotels & Resorts**

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