



## NEWS RELEASE

### Medina Palms Takes Environment to Heart with Green Initiative

**February 23, 2015, Watamu, Kenya - Medina Palms** is pleased to announce that it has achieved a 4 Green Key rating through the **Green Key Eco-Rating Program**.

A 4 Green Key rating demonstrates that Medina Palms has shown national industry leadership and commitment to protecting the environment through its wide-ranging policies and practices. The hotel has mature programs in place that involve management, employees, guests, and the public, and which have shown substantial and measurable results.

Medina Palms has been designed with strong environmental principles with major focus on alternative energy systems such as using solar power, recycling of water and efficient refuse management. We are committed to maintaining the integrity of the marine and local environment. The hotel has assigned a Green Team responsible for directing and coordinating environmental initiatives. We pride ourselves in excelling in sustainable organic waste management that aims at meeting zero organic wastes to landfill. In support of the local community, a charitable fund has been established to provide regular financial support to various environmental organizations and environment-themed community events. The hotel also invests in Training/education in environmental awareness/behaviour and employees are given the opportunity to volunteer their time and services towards various environmental events and campaigns during regular working hours.

“Wherever possible, we aim to conserve natural resources through the responsible use of energy, water and materials. By working responsibly, we can contribute to making a cleaner and safer environment and ensure environmental issues remain a focal point and receive proper attention. Through our active environmental team we will ensure that our efforts are continually reviewed, updated and communicated to our clients, employees and the local community.” Max Cheli – General Manager.

In future, we plan to work with local stakeholders and other community organizations to develop compatible policies for managing impact on the environment. We also intend to eliminate as much as possible, the negative impacts on the environment; by either totally avoiding, reducing, re using or recycling our consumption of environmental resources and by changing our business practices so that the waste we produce can be used as raw material for other socio-economic gains.

#### **About Medina Palms**

Medina Palms is an exclusive ocean development spread over 6 acres of land, located in Watamu, Kenya. This exclusive destination enjoys a beachfront setting on the powder white sands and crystal clear waters of one of the world's top 10 beaches on the Indian Ocean.

On site guest facilities include Amandina Restaurant, Long Bar, Star Lounge, Coffee Garden, Sakina Ocean Spa and our Medina Children's Club. For more information please visit our website [www.medinapalms.com](http://www.medinapalms.com)

#### **About Green Key**

The Green Key Eco-Rating Program is one of the first of its kind to rank, certify and inspect hotels and resorts based on their commitment to sustainable “green” operations. The program was originally developed for the Hotel Association of Canada by a leading environmental engineering firm. Designed *specifically for hotel operations*, the Green Key Eco-Rating Program is a comprehensive environmental self-assessment that will allow each participating property to benefit on several fronts – cost savings, increased bookings from environmentally conscious consumers and meeting planners and responsible corporate citizenry. Visit [www.greenkeyglobal.com](http://www.greenkeyglobal.com) for more information.

INSPIRED DESTINATION

MEDINA MANAGEMENT LIMITED PO BOX 18 WATAMU KENYA 80802

Phone + 254 718 152 999 [admin@medinapalms.com](mailto:admin@medinapalms.com)

[www.medinapalms.com](http://www.medinapalms.com)