

FOR IMMEDIATE RELEASE

**Coconut Bay Beach Resort & Spa Celebrates 18th Anniversary
Continuing its Commitment to Community, Education, and Sustainability**

VIEUX FORT, SAINT LUCIA (September 28, 2023) – In a celebration of its 18th anniversary, Coconut Bay Beach Resort & Spa gathered esteemed guests, dignitaries, and partners to announce its ongoing commitment to community development, education, and sustainable practices. The event, held at the resort on September 21, 2023, during its annual ‘refreshment’ closure, highlighted the impact Coconut Bay has had on the local economy, educational institutions, and charitable organizations over its 18-year history.

One exemplary initiative among these endeavors is the unwavering support for the St. Jude's Hospital Pediatric Ward, safeguarding the health and welfare of Saint Lucia's children. During the event, Gary ‘Butch’ Hendrickson, Chairman of Coconut Bay Beach Resort & Spa, announced a \$100,000 donation in the form of essential equipment for the hospital.

Mr. Hendrickson also announced Coconut Bay's CocoLand Cares initiative will continue to distribute early childhood educational tools to 40 preschools across the south, with plans to expand the distribution in 2024. Drawing inspiration from a cost-benefit analysis, emphasizing that each dollar invested in early childhood development yields big economic benefits, CocoLand Cares underscores his belief that investing in early childhood education is a crucial step towards building a better future for the community.

An additional series of donations and continuing initiatives reflecting the cornerstone of Coconut Bay’s philanthropic programs were also announced:

- Supporting local sports, the resort pledged \$5,000 to the Pace Setters sports team, which has produced exceptional athletes like Naomi London, a medalist at this year's CARIFTA Games in Curaçao.
- Coconut Bay furthered its commitment to enhancing educational facilities in the community by donating \$7,500 to Vieux Fort Comprehensive Secondary School along with labor and supplies for the restoration of an exterior wall.
- A \$5,000 contribution will go towards creating a sensory playground, including a swing and sensory play table, for special needs and autistic students at the Special Education Centre.
- The resort pledged its continued annual support with scholarships to the children of staff to the tune of \$10,000, ensuring access to quality education and supporting their academic pursuits.
- The resort presented a \$5,000 scholarship to Dru Edwin, a member of the culinary department, to further his training and development.
- The Coconut Bay Academic Excellence Award presented to Dane Benjamin, will now be an annual commitment to a student from Beanfield Comprehensive Secondary School to pursue tertiary education.

- The resumption of maintenance at Comfort Bay Home and goodwill visits by Coconut Bay staff.

Coconut Bay also reaffirmed its commitment to environmental conservation, continuing its energy conservation initiatives, rainwater harvesting, beach cleanups, and further reducing its carbon footprint. The resort has also been actively involved in turtle conservation, with over 50 staff members trained by the Department of Fisheries for responsible turtle hatchling releases.

During this special occasion, Coconut Bay Beach Resort & Spa, was honored with an award of appreciation, presented by Paul Colleymore, President of the Saint Lucia Hospitality and Tourism Association to Mark Adams, the resort's President and CEO. In addition to this recognition, Coconut Bay took the opportunity to acknowledge the invaluable contributions of former Prime Minister and Parliamentary Representative for Vieux Fort South, the Honourable Dr. Kenny D. Anthony and Peter Foster, KC, Attorney at Law and Former Speaker of the House of Assembly, for their instrumental roles in the resort's inception in 2003/2004. Other dignitaries in attendance were the Honourable Dr. Ernest Hilaire, Minister for Tourism, Investment, Creative Industries, Culture and Information; the Honourable Shawn A. Edward, Minister for Education, Sustainable Development, Innovation, Science, Technology and Vocational Training, and Lorine Charles-St. Jules, CEO of the Saint Lucia Tourism Association.

For more information visit cbayresort.com. Follow @coconutbay on Facebook, @_coconutbay on Twitter and @cbay_stlucia on Instagram.

About Coconut Bay Beach Resort & Spa

Coconut Bay Beach Resort & Spa offers two worlds in a mile-long oceanfront setting along Saint Lucia's exotic south coast, minutes from Hewanorra International Airport and the island's most exciting attractions. The resort's 250 air-conditioned rooms are shared between Harmony, the adults-only oasis and family-friendly Splash wings. Facilities and amenities include nine restaurants, seven bars serving premium brand spirits, five pools including two for adults-only at Harmony, a full-service salon and oceanfront spa, the island's largest waterpark, supervised Kidz Klub, free in-room Wi-Fi, concierge service, nightly entertainment, themed dinners and full-service weddings including the exclusive Eternity Beach setting. Sports and fitness offerings include a kitesurfing (in season) and windsurfing center, tennis courts, basketball courts, snorkeling, kayaking, stand-up paddle boarding, paintball, a fitness center and daily activities including yoga and Pilates classes and turtle watching (in season).

Coconut Bay's recent awards for outstanding facilities and customer service include the Good Housekeeping 2023 Family Travel Award for "Baby-Friendly Vacation," 2023 World Travel Award for St. Lucia's Leading Beach Resort, 2022 World Travel Award for St. Lucia's Leading Beach Resort, 2021 TripAdvisor® Travelers' Choice Award, 2021 Travel Weekly Silver Magellan Award winner for Overall Beach Resort, 2020 British Weddings Award "Best Destination Wedding Venue for the fourth consecutive year," 2019 Islands All-Inclusive Award for "Best Resort Pool," 2019 TripAdvisor® Travelers' Choice Award, 2019 and 2018 TripAdvisor® Certificate of Excellence, 2018 Caribbean Wedding Industry Award for Caribbean Destination Wedding Resort, 2018 Fodor's Best award for #1 Best Hotel for a Family Vacation in Saint Lucia and 2018 Fodor's Best awards for Saint Lucia's Best All-Inclusive Hotels and Best Beachfront Hotels, 2018 TripAdvisor® Certificate of Excellence, Travel Weekly 2018 Silver Magellan Award Winner for Overall Beach Resort, and the 2018 HotelsCombined Recognition of Excellence. For more information visit cbayresort.com.

NOTE TO THE EDITOR -- Images available for download

<https://spaces.hightail.com/receive/w9W6KYt5v9>

Photo Captions

Image 6502:

Students from the Laborie R.C. Girls Primary School sang the national anthem to open Coconut Bay Beach Resort & Spa's 18th Anniversary celebration.

Image 6591:

Michi Joseph, Coconut Bay Adventure Desk Manager (Left) and Anella Ruffin, the Finance Department Accounts Assistant at Coconut Bay Beach Resort & Spa (Right) Present Ava Peter, Principal of Vieux Fort Comprehensive Secondary School (Middle) with a \$7,500 check for school restoration and construction.

Image 6802:

Mark Adams, President and CEO of Coconut Bay Beach Resort & Spa accepts an award of appreciation on behalf of the resort presented by Paul Colleymore, President of the Saint Lucia Hospitality and Tourism Association. Pictured (Left to Right): Joshua St. Aimee, Communications Manager of the Saint Lucia Hospitality and Tourism Association; Paul Colleymore, President of the Saint Lucia Hospitality and Tourism Association; Mark Adams, President and CEO of Coconut Bay Beach Resort & Spa; Gary 'Butch' Hendrickson, Chairman of Coconut Bay Beach Resort & Spa; Zachary Frangos, General Manager of Coconut Bay Beach Resort & Spa

Image 6916:

Mark Adams, President and CEO of Coconut Bay Beach Resort & Spa (Left) and Gary 'Butch' Hendrickson, Chairman of Coconut Bay Beach Resort & Spa (Middle) present a \$100,000 check to Dr. Sybil Naitram-James, Medical Director of St. Jude Hospital (Right) for in the resort's continuing support of the Pediatric Ward.

Image 6922:

During the celebration Gary 'Butch' Hendrickson, Chairman of Coconut Bay Beach Resort & Spa, acknowledged the invaluable contributions of former Prime Minister and Parliamentary Representative for Vieux Fort South, the Honourable Dr. Kenny D. Anthony and Peter Foster, KC, Attorney at Law and Former Speaker of the House of Assembly, for their instrumental roles in the resort's inception in 2003/2004. Pictured (Left to Right): Gary 'Butch' Hendrickson, Chairman of Coconut Bay Beach Resort & Spa; the Honourable Dr. Kenny D. Anthony.

Image 6953:

Gemma Edwin, Finance Manager at Coconut Bay Beach Resort & Spa presents a \$5,000 check to support the Pace Setters sports team. Pictured (Left to Right): Gemma Edwin, Finance Manager at Coconut Bay Beach Resort & Spa; Claude Charlemagne, President of the Pace Setters; Pace Setter athlete Niomi London and her mother.

For more information, images and interviews contact Roberta Garzaroli or Mary Brennan at The Atrebor Group / 212.764.0340 / CoconutBay@AtreborGroup.com.

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