



FOR IMMEDIATE RELEASE

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**Cruise Lines International Association (CLIA)
Highlights Five Ocean-Friendly Travel Tips**

(WASHINGTON, DC, October 9, 2018) – The cruise industry is committed to sustainable travel through innovations that help to achieve clean air, clean water, preservation of marine ecosystems and sustaining local destinations. That is why during #ChooseCruise, Cruise Lines International Association (CLIA) is extending that mission and helping to educate travelers on how to be an ocean-friendly traveler.

“No single industry relies more on the splendor of our planet’s oceans and seas or the pristine beauty of the world’s harbors and seaside communities,” said Cindy D’Aoust, president and CEO, CLIA. “That’s why no single industry has a greater imperative to protect our environment and ensure the ports and destinations we visit thrive sustainably. We are committed to help spreading awareness about the importance of protecting and preserving our planet’s most valuable resources.”

Following are ways that all travelers can help to leave a smaller footprint:

- 1) **Pack Reusable Bags** – Savvy travelers already know to leave extra room in suitcases for souvenirs and gifts. Green up shopping trips by packing reusable shopping bags and totes, then use them on visits to on-board boutiques and destination shops and markets.
- 2) **Choose Ocean-Friendly Sunscreens** – Many sunscreens contain ingredients that may contribute to bleaching of our coral reefs. Help protect the oceans by avoiding sunscreens with active ingredients like paraben and benzophenone. Opt for reef-safe ingredients like zinc oxide and titanium dioxide.
- 3) **BYOB: Bring Your Own Bottle** – A great idea for airport travel as well as cruise travels is to bring a reusable water bottler. Doing so helps reduce the number of plastic bottles that can take up to 1,000 years to degrade in landfills. Pro tip: leave the bottle empty until you get through airport security, then fill at one of the many water stations around most airports.
- 4) **Ditch the Straw or Go Metal** – Straws and other disposable plastics pose a high risk to marine life. By eliminating plastic straws, travelers can help reduce the impact of one of the top ten debris items in our oceans. Love to sip from a straw? Personal stainless steel straws are all the rage – and they’re reusable!
- 5) **Thoughtful Toiletries** – Ditch the microbeads and chemicals like polyethylene and polypropylenes in shampoos, makeup and cleansers. These can enter the oceans and waterways and negatively impact marine life. Also – invest in reusable travel-sized bottles and refill at home before leaving.

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For more information about booking a cruise with a CLIA-certified cruise specialist, please visit <https://www.cruising.org/cruise-Vacationer/choose-cruise>

About Cruise Lines International Association (CLIA) – One Industry, One Voice

Cruise Lines International Association (CLIA) is the world's largest cruise industry trade association, providing a unified voice and leading authority of the global cruise community. The association has 15 offices globally with representation in North and South America, Europe, Asia and Australasia. CLIA supports policies and practices that foster a safe, secure, healthy and sustainable cruise ship environment for the more than 27 million passengers who cruise annually and is dedicated to promote the cruise travel experience. The CLIA Community is comprised of the world's most prestigious ocean, river and specialty cruise lines; a highly trained and certified travel agent community; and cruise line suppliers and partners, including ports & destinations, ship development, suppliers and business services. The organization's mission is to be the unified global organization that helps its members succeed by advocating, educating and promoting for the common interests of the cruise community. For more information, visit www.cruising.org or follow Cruise Lines International Association on CLIA Facebook and Twitter pages.