



## **ATLANTIS ATLAS PROJECT LAUNCHES ON WORLD OCEANS DAY**

*Atlantis Dubai's brand-new sustainability initiative, Atlantis Atlas Project, signals the destination's commitment to caring for people and planet*

**DUBAI, United Arab Emirates** (8<sup>th</sup> June 2021) – Today on World Oceans Day, Atlantis Dubai is launching its brand new, pioneering sustainability initiative, Atlantis Atlas Project. Atlantis Atlas Project will be the cornerstone of Atlantis Dubai's overall commitment to sustainability – and there's something for every UAE resident to get involved in to connect to their local environment and do their part for the planet.

Atlantis Atlas Project aims to do business in ways that are good for people and planet and is focused around four core pillars: **Responsible Operations, Education & Awareness, Marine Conservation & Animal Welfare, and Corporate Social Responsibility**. These fully incorporate the destination's commitment to economic, social, and environmental responsibility – and provide plenty of opportunities for visitors and guests to experience and learn more about their local environment both in and outside of the resort.

Tim Kelly, Managing Director & Executive Vice President of Atlantis Dubai, said: *"We are proud to be launching the Atlantis Atlas Project, which has been years in the making and publicly marks our commitment to sustainable development. The Atlantis Atlas Project consolidates all of the industry-leading work on environmental and social responsibility that Atlantis Dubai has already been driving forward, as well as our long-term vision to pioneer educational tourism which cares for people and our planet.*

*"Our ambition, through the Atlantis Atlas Project, is to engage guests in our conservation efforts to help them discover more about the natural world, through our team of trained marine specialists and world-class aquatic environments. We want our guests to experience sustainably sourced and locally grown food, and importantly, see the genuine environmental impact – through our own programmes and through the contributions of our strategic project partners. Atlantis Atlas Project is centred around protecting and preserving our natural world through awareness and education – and our journey is just getting started."*



Designed to drive sustainability not just within Atlantis Dubai, but across the industry, in the region and beyond, Atlantis Atlas Project has a long-term roadmap for sustainable, responsible tourism with education at its core. In addition, from 8<sup>th</sup> June, by booking an educational experience at Atlantis, Dubai, guests, and visitors will be making an active contribution to the conservation and preservation of the environment. For every marine animal experience booked, 1 USD will be donated to conservation, sustainability, and environmental education initiatives, that will be selected twice annually as part of Atlantis Atlas Project to make a measurable impact to the natural world.

**Responsible Operations: Sustainable, locally sourced, and organic dining**

Diners can now enjoy a selection of sustainable, locally sourced, and organic dishes with food choices grown and harvested in Dubai at eight of Atlantis Dubai's signature restaurants: Bread Street Kitchen by Gordon Ramsay, Seafire Steakhouse, Hakkasan, Nobu, Ronda Locatelli, The Shore, Wavehouse and WHITE Restaurant.

Examples include:

- Deliciously locally produced Burrata – Bread Street Kitchen & Bar
- Organic certified and sustainably farmed salmon carpaccio – Seafire Steakhouse & Bar
- Locally handpicked chestnut mushroom puff dim sum – Hakkasan
- Crispy handpicked shiitake mushroom truffle salad – Nobu

To make a reservation to try Atlantis, Dubai's sustainable dishes, log onto [www.atlantis.com/dubai/restaurants](http://www.atlantis.com/dubai/restaurants) or call + 971 4 426 2626

**Education & Awareness: Mini, Junior and Master Marine Biologists and Dolphin and Fish Tales Tour**

Young explorers and families with a keen interest in life underwater and the environment can get closer to nature through Atlantis Dubai's new Marine Biologist programmes (Mini Marine, Junior Marine, and Master Marine) and back of house tours (Dolphin Tales Tour and Fish Tales Tour). These experiences aim to nurture and develop a passion to protect marine life and understand why the wellbeing of every single animal is always the key priority.



**Mini Marine** – Younger children can be part of Atlantis’ specialist Aquarist team as they join them in the shallow water to get an up-close look at starfish, sea cucumbers and baby sharks. During this fun-filled adventure, they’ll learn all about marine life with incredible facts that they will be able to expertly pass onto their family and friends.

*Ages: 3-6 years old/ starting from AED 175 including FREE same-day access to Aquaventure Waterpark/ One session daily at 10:30am – 11:30am (1 hour including 30 minutes in shallow water)*

**Junior Marine** – Enjoy a visit to the state-of-the-art Fish Hospital with our Aquarists and learn all about our breeding programmes. Junior Marine Biologists will get a chance to feed our newly born sharks and rays and discover what it takes to care for 65,000 marine animals in The Lost Chambers Aquarium.

*Ages: 6-12 years old/ starting from AED 300 including The Lost Chambers Aquarium, certificate and complimentary photo /Tuesday and Friday at 10:30am – 12:00pm.*

**Master Marine** – A behind the scenes experience of the resort’s world-class facilities will educate teens on the basics of animal care, feeding and maintenance, as well as the on-site breeding programmes. By shadowing one of the Marine Mammal Specialists, participants will discover what it takes to care for dolphins and sea lions and get the opportunity to meet the Aquarists to experience first-hand how to prepare food and feed animals including our jellyfish, corals, and tropical fish.

*Ages: 12-16 years old/ starting from AED 600 including Dolphin Bay, Sea Lion Point, The Lost Chambers Aquarium, lunch, certificate and complimentary photo/ Monday, Wednesday and Saturday at 10:00am – 3:30pm.*

**Dolphin Tales Tours** – Guests can embark on an educational journey back of house at Dolphin Bay, including a visit to the medical laboratory to understand how the highest level of animal care is provided by expert veterinarians and technicians. Developed for inquisitive minds, knowledgeable educators will answer everything anyone ever wanted to know about dolphins and sea lions – as well as the specialist care which they receive.

*All ages/ starting from AED 145 including FREE same-day access to Aquaventure Waterpark/five sessions daily.*



**Fish Tales Tour & Ocean Tales App** – For those who marvel at life underwater, a new interactive tour and augmented reality app experience, ‘Ocean Tales’, offers visitors to The Lost Chambers the chance to discover more about the 65,000 marine animals it is home to. Visitors can also join a guided tour around The Fish Hospital, Fish Tales Tour, to see Atlantis Dubai’s shark and ray breeding programmes which help to restore local populations in Dubai waters.

*All ages/starting from AED 45 including FREE same-day admission to The Lost Chambers Aquarium/five sessions daily.*

*To book an educational experience, log onto [www.atlantis.com/dubai/atlantis-aquaventure/educational-programmes](http://www.atlantis.com/dubai/atlantis-aquaventure/educational-programmes)*

**Marine Conservation & Animal Welfare: Shark and ray releases and the Dubai Dolphin Survey**

As part of Atlantis Dubai’s commitment to conservation, the destination has a **shark and ray breeding programme** to release marine animals back into Arabian Gulf waters bi-annually. The Arabian Carpetshark is a near threatened species and the marine specialist team at Atlantis Dubai breed and release several back into the ocean at Jebel Ali wildlife sanctuary, a protected coastal area with coral reefs, mangroves, and seagrass beds – to help boost wild populations. In addition, this year Atlantis, Dubai has launched the **Dubai Dolphin Survey 2021-22**, a project which aims to gather scientific baseline information about the local dolphin population off the coast of Dubai. The project is led by Dr. Ada Natoli, the assistant professor at the Life and Environmental Sciences Department, College of Natural and Health Science, Zayed University, and founder and director of the UAE Dolphin Project Initiative. The last survey of its kind was conducted eight years ago, and now with the funding and support from Atlantis, The Palm and F3 Marine, the project has been able to continue.

*For further information about shark and ray breeding programme visit [www.atlantis.com/dubai/atlantis-atlas-project](http://www.atlantis.com/dubai/atlantis-atlas-project). For further information about Dubai Dolphin Survey, visit [www.uaedolphinproject.org](http://www.uaedolphinproject.org).*

**Corporate Social Responsibility:** *EarthCheck Silver Certification and Association of Zoos & Aquariums (AZA) Gold Standard Accreditation*

Atlantis Dubai is one of only three hotels and resorts in the Middle East to have achieved the highly coveted **EarthCheck Silver Certification**, recognising its environmental standards and policies. Evaluated



year on year in order to maintain this level of accreditation, Atlantis Dubai is consistently striving to become a more efficient, effective and responsible organisation. The destination is also the first in the Middle East to have been granted accreditation from the **Association of Zoos & Aquariums (AZA)**, an internationally recognised, gold standard for animal welfare, veterinary care, conservation, and education. Atlantis Atlas Project builds on these standards – and will continually aim to improve them, as it embarks on its journey to become the Middle East’s champion for responsible and sustainable tourism.

To find out more or to sign up to the Atlantis Atlas Project newsletter, visit <https://www.atlantis.com/dubai/sustainability>

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For further information about Atlantis, please call +971 4 426 1000, or visit [www.atlantis.com/dubai](http://www.atlantis.com/dubai). Both low and high-resolution colour photography of Atlantis is available at [www.kerznercommunications.com/atlantis/the-palm/](http://www.kerznercommunications.com/atlantis/the-palm/)

#### **Follow Atlantis, The Palm on Social Media**

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For Atlantis Aquaventure: @aquaventuredubai #DifferentInWater

For F&B: @OssianoDubai @BreadStreetKitchenDubai @NobuDubai @SeafireSteakhouse

@RondaLocatelliDubai @HakkasanDxb @WavehouseDubai @Whiterestaurantdubai

#ServingTheExtraordinary

#### **About Atlantis, The Palm, Dubai**

Located at the centre of the crescent of The Palm in Dubai, Atlantis, The Palm is the first entertainment resort destination in the region. Opened in September 2008, the unique ocean-themed resort features a variety of marine and entertainment attractions, as well as 22 hectares of waterpark amusement at Atlantis Aquaventure, all within a



46-hectare site. It is home to one of the biggest waterparks in the world and one of the largest open-air marine habitats, with more than 65,000 marine animals in lagoons and displays, including The Lost Chambers Aquarium, a maze of underwater corridors and passageways providing a journey through ancient Atlantis. Aquaventure Waterpark features 23.5 million litres of fresh water used to power 105 thrilling waterslides and attractions, including several world record-breaking slides and two river rides featuring tidal waves and pools, water rapids and white-water chargers. Dolphin Bay, the unparalleled dolphin conservation and education habitat, and Sea Lion Point were created to provide guests with a once in a lifetime opportunity to learn more about some of nature's most friendly mammals. The resort boasts an impressive collection of luxury boutiques and shops as well as extensive meeting and convention facilities. Atlantis, The Palm is also known as the culinary destination in the region where guests can take their pick from a collection of 29 world-renowned restaurants, including Bread Street Kitchen & Bar, Hakkasan, Nobu, Ronda Locatelli, Seafire Steakhouse & Bar, and the award-winning underwater restaurant, Ossiano. Atlantis is also home to a buzzing nightlife scene with entertainment destination Wavehouse offering something for everyone, while WHITE Beach & Restaurant is the perfect place to unwind with a drink as the sun slips into the Arabian Sea.