



## MEDIA RELEASE

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### Website shows passion for Great Barrier Reef

Passions of Paradise has launched a new website with strong imagery and videos showing the Cairns company's passion for the Great Barrier Reef.

Passions of Paradise Chief Executive Officer Scotty Garden said [www.passions.com.au](http://www.passions.com.au) featured easier navigation, the latest search engine technology and was compatible with all devices.

"The website has an emphasis on the two things Passions places great value on – our environmental focus and the friendliest crew on the Great Barrier Reef," he said.

"Our senior staff have each clocked up more than six years with the company and train our hand-picked employees to ensure we offer the ultimate customer experience.

"At the heart of everything Passions does is our respect for the World Heritage area we are fortunate to work in.

"Sustainability is a way of life at Passions whether it's the simple things like sailing back from the Great Barrier Reef to reduce our carbon footprint or planting trees in the Daintree rainforest to offset our remaining emissions.

"Last year we voluntarily completed more than 70 surveys of the Reef's health as part of the Great Barrier Reef Marine Park Authority's Eye on the Reef program.

"Passions of Paradise is the only 100% AWARE partner in Cairns, donating a portion of the price of each dive certification to Project AWARE, one of the largest marine conservation programs in the world.

"Since 2007 we have donated almost \$30,000 to the Oceania Chondrichthyan Society to support scientific research into sharks and rays.

"The website has been redeveloped in readiness for an exciting 2017 for Passions of Paradise with the launch of our new catamaran in the New Year and strong forward bookings ahead."

For more information go to [www.passions.com.au](http://www.passions.com.au)

**ENDS**

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