

PRESS INFORMATION

Steigenberger Al Dau Beach Hotel introduces Clean Up Day.

The Steigenberger Al Dau Beach Hotel marked its first Clean Up Day campaign this September, contributing towards a greener society.

On 25th September 2008 the hotel management has launched Clean Up Day as a monthly activity to clean up the hotel grounds. Different employees from each department will participate in this monthly event to rid the hotel's beach, pool and general landscaped areas from garbage that others may have thoughtlessly disposed of. Clean Up Day is a green initiative to raise environmental awareness in the spirit of a cleaner, more liveable environment for all, which – as the hotel firmly believes - should start in your own backyard. This month's campaign was a huge success with many bags full of garbage collected.



Staff of the Steigenberger Al Dau Beach Hotel proudly present their booty with General Manager, Lars Geweyer, pictured first row, first from left.

Hurghada, September 30th, 2008