

**13 HOTELS AND RESORTS MANAGED BY THE UNIQUE COLLECTION AND VARIETY HOTELS JOIN “FIN-FREE THAILAND” CAMPAIGN**

**Bangkok, August 2014** – The Unique Collection of Hotels and Resorts and its sister company, Variety Hotels, are excited to announce that thirteen of its properties in Thailand have joined in support of “**Fin Free Thailand**”, a campaign encouraging hotels and restaurants to stop serving shark fin, in order to protect endangered sharks, marine ecosystems, and people’s health.



73-100 million sharks are killed every year, mostly for shark fin soup, and as a result shark populations are in catastrophic decline globally. Some populations of sharks have experienced a 99% population decline since the 1950s, with 1 in 3 species of open ocean sharks now being threatened with extinction. In order to help raise this critical issue on the plight of the shark and stop the mass slaughter of sharks to supply a growing consumer demand for shark fin, 13 resorts under the management

of The Unique Collection and Variety Hotels, including [Putahracsa - Hua Hin](#), [Nishaville - Prachuap Khiri Khan](#), [The Sunset Beach Resort & Spa Taling Ngam](#), [The Sevenseas Resort - Koh Kradan](#), [De Naga Hotel Chiang Mai](#), [Sukhothai Heritage Resort](#), [Cham’s House - Koh Kood](#), [Saree Samui - Mae Nam Beach](#), [Twin Lotus - Koh Lanta](#), [Paradise Beach Resort - Koh Samui](#), [Blue Ocean Resort - Phuket](#), [Koh Tao Hillside Resort - Koh Tao](#) and [Samui Palm Beach Resort - Koh Samui](#) have joined the Fin-Free campaign to stop serving shark fin and become 100% shark fin free.

“Sharks are now facing extinction within our lifetime and this will have a catastrophic effect on the oceans we depend on for survival. Critical steps towards conservation must be established. It’s time to take action now towards protecting these creatures,” said Jonathan Kreuter, Director of Marketing Communications for both The Unique Collection of Hotels & Resorts and Variety Hotels, which manage the properties. “ We are grateful and delighted to be part of this wonderful campaign by reducing the demand for shark fin which we believe is the most effective way to save sharks from extinction. We would like to invite other hotels and resorts to help us support this important cause.”

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### **ABOUT THE CAMPAIGN**

Fin Free Thailand is a campaign encouraging hotels and restaurants to stop serving shark fin, in order to protect endangered sharks, marine ecosystems, and people's health. It also informs consumers of the serious health and environmental risks of eating shark fin, encouraging patronage of Fin-Free establishments. Part of the global Fin Free movement, Fin Free Thailand has been initiated by FREELAND Foundation, Love Wildlife Foundation and Change.org Thailand, with support from other partners, including the United States Agency for International Development (USAID).

### **About The Unique Collection of Hotels & Resorts**

The Unique Collection of Hotels & Resorts was formed in 2005 and represents 14 upscale boutique hotels and resorts in Thailand and Myanmar. To learn more about the collection's 'Unique' experiences visit [www.theuniquecollection.com](http://www.theuniquecollection.com) and [www.varietyhotels.com](http://www.varietyhotels.com) or visit its own individual website as below:

[www.putahracsa.com](http://www.putahracsa.com)

[www.sareesamui.com](http://www.sareesamui.com)

[www.nishavilleresort.com](http://www.nishavilleresort.com)

[www.twinlotusresort.com](http://www.twinlotusresort.com)

[www.thesunsetbeachresort.com](http://www.thesunsetbeachresort.com)

[www.samui paradisebeach.com](http://www.samui paradisebeach.com)

[www.sevensesaresorts.com](http://www.sevensesaresorts.com)

[www.blueoceanresort-phuket.com](http://www.blueoceanresort-phuket.com)

[www.denagahotel.com](http://www.denagahotel.com)

[www.kohtaohillside.com](http://www.kohtaohillside.com)

[www.sukhothaiheritage.com](http://www.sukhothaiheritage.com)

[www.samui palmbeach.com](http://www.samui palmbeach.com)

[www.chamshouse.com](http://www.chamshouse.com)

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