

Chloe Blue Diving Club and JA The Resort Join Forces in an Exciting New Sustainability Partnership

Joining forces to preserve marine ecosystems, Chloe Blue Diving Club and JA The Resort launch a sustainable partnership to drive ocean conservation efforts in the UAE.



Jebel Ali, Dubai Jun 12, 2023 ([Issuewire.com](https://www.issuewire.com)) - Chloe Blue Diving Club and JA The Resort Join Forces in an Exciting New Sustainability Partnership

Chloe Blue Diving Club, an advocate for ocean conservation within the UAE, is proud to announce a dynamic new partnership with JA The Resort, a renowned hospitality destination committed to sustainability, by creating awareness campaigns that aim to mobilise interest in ocean preservation within the UAE.

The collaboration between Chloe Blue Diving Club and JA The Resort underscores their joint commitment to preserving marine ecosystems and safeguarding marine life in the UAE. The partnership will leverage their respective strengths and resources to implement a range of initiatives that will contribute to a cleaner and safer ocean.

Through this partnership, both organisations will dedicate their efforts to enhancing conservation awareness about the importance of ocean conservation, organising educational programmes, and engaging with guests, employees, and the wider community. Moreover, they will be implementing

sustainable diving practices to minimise the impact on marine habitats and actively promote responsible diving behaviours.

Chloe Blue Diving Club and JA The Resort will also be organising regular Marine Clean-up Campaigns by mobilising volunteers to remove marine debris and restore the beauty of local dive sites in Dubai.

Chloe Griffin, the passionate founder of Chloe Blue Diving Club, expressed her enthusiasm about the partnership, saying: "We are thrilled to team up with JA The Resort in our shared mission to create a cleaner and safer ocean for future generations. By combining our expertise and resources, we have the power to drive meaningful change and promote sustainable practices throughout the diving industry."

JA The Resort's Cluster Quality Assurance Manager, who is tasked with overseeing Sustainability, Samuel Njoroge, echoed this sentiment, adding: "At JA Resorts & Hotels, we recognise the critical need to protect our planet's most precious resources. Through this partnership with Chloe Blue Diving Club, we will further enhance our commitment to environmental stewardship. Together, we will implement innovative strategies that promote sustainability within the resort and raise awareness among guests and the local community."

The partnership was formalised during the prestigious MAD (Make A Difference) week, which celebrated the Environmental Day and Ocean Day, a groundbreaking initiative created by JA The Resort. During the week, the resort hosted a morning of networking and presentations, inviting their esteemed sustainable partners to celebrate this partnership.

Through these joint efforts, Chloe Blue Diving Club and JA The Resort are poised to make a significant difference in preserving our oceans and inspiring others to embrace sustainability.

To learn more about Chloe Blue Diving Club and its dedication to ocean conservation, visit www.chloebluescubadiving.com.

To find out more about JA The Resort and its sustainable practices, visit www.jaresortshotels.com/sustainability.

About Chloe Blue Diving Club:

Chloe Blue Diving Club is a renowned organisation focused on teaching scuba diving, and marine conservation, promoting sustainable diving practices, and protecting marine life. With a deep-rooted passion for the oceans, Chloe Blue Diving Club strives to make a positive impact on the environment and inspire others to become stewards of the sea.

About JA Resorts & Hotels:

A legacy UAE brand, JA Resorts & Hotels – pronounced as 'J A' – was born in 1981 and has a widely recognised reputation for excellence in the management and operation of award-winning resorts and hotels. Taking its name from the original Jebel Ali (JA) Beach hotel, JA Resorts & Hotels' portfolio now features 9 distinct properties across the UAE and Indian Ocean, each dedicated to curating unique experiences and creating unforgettable memories. Tropical escapes include JA Manafaru, the idyllic luxury island resort in pristine, lagoon-ringed Haa Alifu Atoll, at the northern tip of the Maldives, and JA Enchanted Island Resort, a luxurious hideaway of 13 exquisite villas and rooms on a private island, in the middle of the protected Saint Anne Marine Park. Within the UAE, guests can choose from the five-star JA Ocean View Hotel, located along; The Walk; in Jumeirah Beach Residence. Other attractive

options include the acclaimed JA The Resort - Dubai's largest experience resort, with 1 million square metres of thrilling activities and 3 unique hotels offering 800 suites and rooms between them- the award-winning JA Beach Hotel, JA Palm Tree Court and JA Lakeview Hotel, a golf course adjacent property opened in 2019. The JA Hatta Fort Hotel is Dubai's only mountain resort, a secluded getaway amidst the stunning Hajar Mountains landscape. The Manor by JA is a 2020 addition to the portfolio, a 247-key corporate hotel located in Al Furjan, Dubai. In 2021, the group also opened the new JA Enchanted Waterfront Villas, a brand-new idyllic getaway in Seychelles on the east coast of Mahé. JA Resorts; Hotels is a member of the Global Hotel Alliance (GHA), the world's largest alliance of independent hotel brands, bringing together more than 40 brands with over 800 hotels in 100 countries.

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JA Resort

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