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## **OUTRIGGER Celebrates World Ocean Month 2025 with Global Impact and Local Action at OUTRIGGER Zone Day in Waikīkī**



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HONOLULU - OUTRIGGER Resorts & Hotels capped off a month of worldwide ocean conservation efforts with its signature OUTRIGGER Zone Day on Saturday, June 28 at the Waikīkī Aquarium – a family-friendly celebration and call-to-action to protect our oceans.

The event served as the local highlight of OUTRIGGER’s global recognition of World Ocean Month, bringing together hundreds of hosts, guests and community partners for a fun-filled morning of environmental learning, keiki activities and marine stewardship.

The highlight of the day was OUTRIGGER’s collaboration with the Genki Ala Wai Project, where volunteers hand-rolled thousands of Genki Balls - mud spheres infused with beneficial microorganisms - destined for the Ala Wai Canal to help break down sludge and restore ecological balance to the historic urban waterway.

In its ninth year, the event also featured environmental art from Jodi Endicott, live watercolor classes with Patrick Ching and interactive booths hosted by more than 15 conservation-minded organizations including NOAA, Kuleana Coral Restoration, Kanu Hawai’i, University of Hawai’i Sea Grant College Program, Papahānaumokuākea Marine Debris Project, Hawai’i Pacific University Center for Marine Debris Research, Raw Elements sunscreen and PATH water.

OUTRIGGER Zone Day was the culminating celebration of OUTRIGGER's World Ocean Month initiatives, during which the world's premier beach resort company activated hands-on ocean protection efforts at all of its properties from Hawai'i to the Maldives. These included:

- OUTRIGGER Fiji: Coral planting and fish house making to rebuild marine habitats and an epic Coral Gene Bank Sculpture was installed off the waters of Castaway Island.
- OUTRIGGER Thailand: Mangrove reforestation (Thousands of trees planted), coastal clean-ups supporting biodiversity and shoreline resilience and the release of baby crabs into the ocean.
- OUTRIGGER Maldives: Lagoon and reef preservation efforts led by resident marine biologist.
- OUTRIGGER Mauritius: Mobile ocean education and marine debris clean-up.
- OUTRIGGER's Across Hawai'i: World Ocean Day Festival, Beach clean-ups, limu planting, sailing canoe festivals, plus marine art and educational workshops.

Since launching the OUTRIGGER Zone initiative in 2014, OUTRIGGER has championed coral reef preservation, marine debris reduction and ocean literacy through partnerships and purpose-driven programming.

"As stewards of beach resorts from Mauritius to Hawai'i, OUTRIGGER witnesses firsthand how the health of our oceans directly impacts the well-being of our communities. That's why we're deeply committed to ocean conservation through our OUTRIGGER Zone initiative - because preserving these ecosystems isn't just good stewardship, it's vital to the future of the places and people we call home," said Monica Salter, VP of Global Communications & Social Responsibility.

For more information on OUTRIGGER's sustainability efforts, visit: [www.outrigger.com/sustainablesummer](http://www.outrigger.com/sustainablesummer)

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#### **ABOUT OUTRIGGER RESORTS & HOTELS**

For more than 75 years, OUTRIGGER has charted a journey of discovery – expanding from Hawai'i to premier resort destinations including Fiji, Mauritius, Thailand and the Maldives. The privately held hospitality company invites guests to 'Come Be Here' with authentic Signature Experiences and the OUTRIGGER DISCOVERY loyalty program – a member of the award-winning Global Hotel Alliance (GHA). OUTRIGGER's multi-branded portfolio includes OUTRIGGER Resorts, Hawaii Vacation Condos by OUTRIGGER®, The Kapalua Villas Maui and OUTRIGGER Honua Kai Resort & Spa while also managing select properties from top international hotel brands including Embassy Suites by Hilton®. Find out more at [OUTRIGGER.com](http://OUTRIGGER.com) or visit @OUTRIGGERResorts on [Facebook](#) and [Instagram](#).

**MEDIA CONTACT:** Monica Salter | VP Global Communications & Social Responsibility  
OUTRIGGER Hospitality Group  
Email: [monica.salter@outrigger.com](mailto:monica.salter@outrigger.com)