

**Contact**

Ms. Kalifa Hickinson  
Marketing & Communications  
PJIA  
[khickinson@pjia.com](mailto:khickinson@pjia.com)

P.O. Box 460  
Philipsburg, St. Martin  
Caribbean  
Tel (599) 554-7089  
E-mail: [Offshoreediting@gmail.com](mailto:Offshoreediting@gmail.com)

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# NewsRelease

## **PJIA is the “Blue Flag Business” of the month**

*St. Maarten beachgoers urged to use garbage bins*

**SIMPSON BAY, St. Maarten (April 6, 2012)**—Princess Juliana International Airport (PJIA) is the “Blue Flag Business” for April.

During the beginning of the month, PJIA placed a number of garbage bins at the popular Mullet Bay Beach and is encouraging everyone to keep the environment, especially the beaches, litter-free.

“Princess Juliana International Airport is encouraging the general public on St. Maarten/St. Martin to keep the island clean during the holidays” and throughout the year, said Kalifa Hickinson, Acting Manager in the Marketing and Communications Department at PJIA.

This call came just before the Easter weekend when many people would gather on the beaches for fun, relaxation, family picnicking, and traditional sea baths. This is probably the period when the most people make use of the beach in the year.

“We are urging everyone to put their trash articles in the bins at the various beaches during the Easter season” and throughout the year, said Hickinson.

“PJIA has taken the liberty to place garbage bins on the Mullet Bay Beach to assist the organizers and environmentalists, Environmental Protection in the Caribbean (EPIC) and the St. Maarten Tourist Bureau with the initiative,” said Hickinson.

The Blue Flag program is a prestigious international eco-label for beaches, marinas, and tourism destinations.

Through the Blue Flag program St. Maarten is part of some 40 Blue Flag destinations around the world.

The eco-label is recognized as a symbol of quality by governments, NGOs, and the travel industry. The Blue Flag label is also used to promote the awarded beach, marina, hotel or destination.

### **Photo caption:**

The “Blue Flag” logo is an eco-friendly reminder to keep St. Maarten/St. Martin clean.