



True Blue Bay
Boutique Resort
Grenada

PRESS RELEASE

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LOCATION: GRENADA

RUSS FIELDEN RECOGNIZED WITH PURE GRENADA EXCELLENCE AWARD FOR BEST SUSTAINABLE PRACTICE

At the recent closing ceremony of the CTO Sustainable Tourism Conference 2024 held in Grenada, Russ Fielden, owner of True Blue Bay Boutique Resort, was honored with the prestigious Pure Grenada Excellence Award for Best Sustainable Practice. Minister Thomas awarded Mr. Fielden the "Destination Sustainability Award" in recognition of his outstanding dedication to promoting sustainable practices in the hospitality industry which was accepted by his daughter Renatta Fielden.

A prominent figure in the hospitality sector for over 40 years, Russ Fielden, OBE, has been a driving force behind environmental sustainability initiatives in Grenada. Together with his wife Magdalena, he transformed the True Blue Inn into a thriving 70-room resort, recognized for its eco-friendly practices and commitment to environmental stewardship.

Mr. Fielden's contributions to Grenada's tourism sector has been significant, including his role in securing financial support for the rebranding of Pure Grenada. He was awarded an OBE in 2015 for his outstanding work and leadership within the industry. Serving as a board member on various influential Grenada boards, Mr. Fielden has demonstrated his unwavering commitment to promoting a "greener" Grenada.

Under his leadership, True Blue Bay Resort has earned accolades for its environmental initiatives, including the prestigious CHIEF Award in the Environmental Sustainability category in 2023. The resort's innovative projects, such as the Biogas Digester collaboration with KTH Royal Institute of Technology University, rainwater collection systems, and targeting zero plastic waste commitment, showcase their dedication to sustainable practices.

Russ Fielden, alongside his wife Magdalena and daughters Marie and Renatta, and the Resort team, continues to champion environmental sustainability on the island. True Blue Bay Resort is Green Globe certified and spearheads numerous initiatives to reduce their carbon footprint, raise awareness of environmental issues, and uphold a clean environment in Grenada. Their advocacy efforts led to the banning of Styrofoam on the island and the introduction of climate-smart rooms, demonstrating their commitment to sustainability.

From electric buses for guest and staff transportation to recycling programs and beach clean-ups, True Blue Bay Resort sets a commendable example for sustainability in Grenada's local hotel industry. Russ Fielden's passion, dedication, and vision for a greener Grenada are truly inspiring and deserving of the Pure Grenada Excellence Award.

The award was received by his daughter Renatta as Mr. Fielden was indisposed.

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