



FOR IMMEDIATE RELEASE

Pink Shell Beach Resort & Marina  
Contact: David Kastan | Marketing Manager  
Phone: 239.989.4665  
[dkastan@pinkshell.com](mailto:dkastan@pinkshell.com)

## PINK SHELL ACHIEVES “4 PALM” DESIGNATION FROM FLORIDA DEPARTMENT OF ENVIRONMENTAL PROTECTION

(October 29, 2021 – Fort Myers Beach, FL): The Pink Shell Beach Resort & Marina is honored to announce that they have achieved the coveted “4 Palm” designation from the Florida Department of Environmental Protection Green Lodging Program, the highest level of recognition. The Florida Green Lodging Program designates and recognizes lodging facilities that voluntarily make a commitment to conserve and protect Florida's natural resources. The program's environmental guidelines allow the hospitality industry to evaluate its operations, set goals and take specific actions to continuously improve environmental performance. To become designated, facilities must conduct a thorough property assessment and implement a specified number of environmental practices in five areas of sustainable operations: communication and education; waste reduction, reuse and recycling; water conservation; energy efficiency; and indoor air quality.

The Pink Shell first entered the Green Lodging Program in 2008 as a “1 Palm” resort and was the first resort in Southwest Florida to achieve this designation. By achieving the “4 Palm” designation, the Pink Shell is one of only 7 resorts in the state and the only resort in Southwest Florida have this distinction.

“Protecting the vulnerable natural resources of Florida and being good stewards of the environment around our resort is a driving force of everything we stand for at the Pink Shell,” said Bill Waichulis, Senior VP of Operations for Boykin Hospitality Management. “It’s a tremendous honor to get this recognition, and more importantly to be true to one of our core values of social responsibility,” he said.

Some of the efforts and programs that helped the Pink Shell achieve this designation are the installation of Turtle Safe lighting in all outdoor spaces and indoor spaces that can be seen from the beach, the reduction of single use plastics to reduce waste found on the beach, the use of

energy efficient heat pumps rather than natural gas to heat the pools, the installation of UV Air Scrubbers in all air conditioning units, offering no cost shared transportation for associates, the purchase of furniture made from recycled plastics, the installation of an electric car charging station, and our partnerships and efforts with Keep Lee County Beautiful and Captains For Clean Water, among others.

If you would like more information or to schedule coverage, please contact Marketing Manager, David Kastan at the contact information above.

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Pink Shell Beach Resort & Marina has continuously been recognized for its excellence in hospitality and guest experience by Condé Nast Traveler, TripAdvisor and additional prestigious travel award programs. Situated along a quarter mile of immaculate private coastline, overlooking the Gulf of Mexico and the barrier islands of Southwest Florida, Sanibel and Captiva, the resort features 204 condo-style Villas, all with beachfront views. Amenities include the resort's full-service marina, kayaking, SUP boarding, Chickee Hut beach rentals, adults-only pool, and the famous family friendly Octo-pool, fishing excursions, Jet ski rentals, full-service Aquagene Spa, three restaurants and more. Activities specifically designed to speak to the resort's younger guests are also available. For more information, please visit <https://www.pinkshell.com/> or call 1.888.222.7465.