



**SHERATON RHODES RESORT, GREECE,
AWARDED WITH THE BLUE FLAG FOR 2010**

Rhodes, Greece, June 30th, 2010 – Strongly committed to conserve natural resources and enhance the environmental quality today and for the future, the Sheraton Rhodes Resort celebrated the Blue Flag Award 2010 on June 29th.

The Blue Flag was born in France in 1985 where the first French coastal municipalities were awarded the Blue Flag on the basis of criteria covering sewage treatment and bathing water quality. Since then, the program has developed gradually and by now the program has been adopted to an international standard and has spread throughout the world via over 60 international member organizations.

The award of a Blue Flag beach is based on compliance with 32 criteria covering the aspects of 1. Environmental Education and Information, 2. Water Quality, 3. Environmental Management and 4. Safety and Services. All Blue Flags are only awarded for one season at a time.

The right to fly a Blue Flag at a beach or a marina is a strong indication of high environmental standards and is a much sought after accolade around the world!

There are over 400 blue flags in Greece. In Rhodes, there are 32 beaches that have been awarded the Blue Flag and the Sheraton Rhodes Resort Private Beach is the only Blue Flag awarded beach on the west side of the island!

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NOTES FOR EDITORS

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