



Virgin Hotels Joins Ocean Unite for World Oceans Day

*The lifestyle hotel offers guests a chance to give back to ocean preservation
at Virgin Hotels Chicago*

Miami, FL (June 7, 2017) — [Virgin Hotels](#), the lifestyle hotel brand by Virgin Group founder Sir Richard Branson, is pleased to partner with [Virgin Unite](#) and [Ocean Unite](#) to celebrate [World Oceans Day](#), tomorrow, June 8. Future and present guests at Virgin Hotels Chicago can show their support for the promotion of water conservation and preservation by [“Going Blue”](#) starting Wednesday, June 7.

To celebrate this historic day and partnership with Ocean Unite, Virgin Hotels is offering guests the chance to give back by opting in for an online donation when booking their stay at [virginhotels.com](#). This initiative will live on throughout the year for future travelers to make their contributions. Current guests and Chicago locals can give back by purchasing the “Ocean” cocktail available at The Commons Club, a tropical drink consisting of tequila, dry curaçao, fresh lime juice, simple syrup, & grapefruit juice. All of the proceeds from this drink will go towards supporting the initiative.

“Virgin Hotels is so proud to be partnering with Virgin Unite and Ocean Unite for this incredibly worthwhile cause,” said Virgin Hotels CEO Raul Leal. “Like us, our guests are committed to keeping the planet safe and healthy - we’re glad we can offer them another way to do that through this collaboration.”

In conjunction, this week marks the first ever high-level [United Nations Ocean Conference](#) at UN Headquarters in New York. Leal and Branson will be joined by decision-makers from around the world to advance efforts to implement the ocean-specific Sustainable Development Goal, SDG14. They will be joined by other leaders from companies such as Goldman Sachs, Tiffany & Co., La Mer and Royal Caribbean Cruises to discuss the compelling case for businesses to safeguard the global ocean in a meeting convened by Branson.

“I am proud that, across the globe, companies, entrepreneurs and inventors are stepping up to address the challenges facing the ocean,” said Branson. “More organizations are realizing what is good for the ocean is good for business. All business leaders have a responsibility to use the strength of their brands to do something unpredictable that will disrupt the space, engage the public, and ultimately help reverse the damage being done to our oceans.”

Virgin Hotels joins other Virgin entities such as Virgin Australia, Virgin Limited Edition and Virgin Active South Africa in the crusade for environmental justice. For instance, current and existing Virgin Hotels are required to obtain [LEED](#) Silver certification at a minimum and are encouraged to achieve Gold for sustainable building standards. Additionally, the company offers Voluntary Guest Carbon Offset with online booking.

Virgin Hotels Chicago opened in 2015, and the brand recently announced plans to open additional properties in New Orleans, Silicon Valley, Nashville, and Palm Springs. Hotels in San Francisco, Dallas and New York City are currently under construction, slated to open in 2017, 2018 and 2019, respectively.

For more information about Virgin Hotels, please contact Amanda Caskey at amanda@thedoорonline.com or 646-340-1723.

About Virgin Hotels:

Virgin Hotels is a lifestyle hospitality brand that combines heartfelt service, straightforward value and a seamless, personalized hotel experience with the track record of innovation and smart disruption that Sir Richard Branson's global Virgin Group has pioneered for over 40 years. Each property will intermix a passion for food and beverage with music and culture, fusing with the local landscape and providing a vibrant and inclusive environment for travelers and locals alike. Virgin Hotels Chicago, which was named the "#1 Hotel in United States" by Conde Nast Traveler's Readers' Choice Awards 2016. Virgin Hotels Chicago is now open and accepting reservations at virginhotels.com, with Nashville, Dallas, Palm Springs, New Orleans, New York, Silicon Valley, and others to follow. Virgin Hotels continues to explore hotel and office conversions as well as ground-up development in cities such as Boston, Los Angeles, Miami, Austin, Seattle, Washington DC, and London.

About Virgin Unite:

The non-profit foundation of the Virgin Group, Virgin Unite was begun in 2004 to unite people and entrepreneurial ideas to create opportunities for a better world. Over the last decade, Virgin Unite has inspired and incubated a number of collaborations including [The Elders](#), [Ocean Unite](#), [Carbon War Room](#), [The B Team](#) and [The Branson Centres for Entrepreneurship](#) to tackle some of the world's toughest challenges and spurred much-needed change in the world.

About Ocean Unite:

Ocean Unite has been set up to assist with this unique challenge: to unite and amplify impactful voices to secure a healthy and vital ocean.