

MEDIA RELEASE



Aurora Expeditions donates on behalf of Virtuoso Travel Advisors



SYDNEY, AUSTRALIA, 30 August 2023 – Following a successful Virtuoso Travel Week in Las Vegas, award-winning expedition travel company Aurora Expeditions is donating funds to three conservation-focused organisations on behalf of Virtuoso Travel Advisors.

Advisors who visited Aurora’s sales and marketing teams at the Virtuoso Globetrotting and Cruise Café events were given the opportunity to donate USD \$5 each, to be directed to one of three organisations that Aurora partners with via its Women in Conservation program:

- [Deep Hope](#), in partnership with Dr. Sylvia Earle
- [Ocean Generation](#), in partnership with Jo Ruxton
- [Native Movement](#), in partnership with Bernadette Demientieff

The response to this initiative was so heartfelt that Aurora has decided to double its donation to USD \$2,500 across the three charities.

“In lieu of giving out branded gifts and collateral during Virtuoso Travel Week, we wanted to focus on highlighting these organisations, the conservation and social justice work they do, and the inspiring women that lead them,” commented Aurora Expeditions’ CMO Hayley Peacock-Gower.

“Aurora is passionate about taking real actions to care for the planet, and our Women in Conservation program is just one of many initiatives that we have developed within our ever-evolving Sustainability in Action program.”

Aurora recently released its inaugural [impact report](#), the first comprehensive review of the Australian-owned company's purpose, vision and values, and an outline of its commitment to sustainability and progress to date.

For more information, visit www.auroraexpeditions.com.au/

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For all media enquiries, please contact Svetlana Monastyrsky//
PR Manager
+ 61 452 604 514 e: svetlana@auroraexpeditions.com.au

Notes to Editors

Image credits: Aurora Expeditions; (L-R: Amelya Grey, Business Development Manager Western Australia & New Zealand; Ross Avenell, Inside Sales and Reservations Manager, Americas & EMEA; Lisa Bertini, Vice President, Sales – North America; Hayley Peacock-Gower, Chief Marketing Officer; Bonnie Newman, Sales Director – Western USA, Allison Brownlie, Marketing Executive – North America; David Tanguay, Global Head of Sales; Steve McLaughlin, Director of Sales – APAC).

About Aurora Expeditions

Aurora Expeditions is an award-winning, Australian-owned expedition company pioneering experiential travel for over 32 years. A pioneer in Polar Expeditions, Aurora is deeply committed to environmentally respectful travel to preserve the beauty and majesty that mother nature possesses, and we take real actions for the care of the planet.

Founded on the guiding principles of adventure and endless exploration, the small ship experience is intimate and friendly. Aurora Expeditions takes travellers on perspective-altering experiences to some of the planet's most remote and incredible places.

Aurora's two purpose-built ships, *Greg Mortimer* and our brand-new small expedition ship *Sylvia Earle* are designed for global discovery.