



FOR IMMEDIATE RELEASE

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Fort Myers – Islands, Beaches and Neighborhoods and Kind Traveler empower travelers to support wildlife conservation on Sanibel Island

LEE COUNTY, Fla. – [Fort Myers’ Islands, Beaches and Neighborhoods](#), in partnership with [Kind Traveler](#), launches a sustainable travel initiative focused on making charitable donations to [CROW](#) on Sanibel Island.

With the Earth Day 2022 theme of “Invest in Our Planet” as the theme, this is a unique opportunity for travelers to visit the Fort Myers area and help the Clinic for the Rehabilitation of Wildlife (CROW). Kind Traveler is the first socially conscious Give + Get hotel booking and education platform that empowers travelers to make a positive community and environmental impact to the destinations they visit.

Creating a triple win with travelers, hotels and CROW

With Kind Traveler’s Give + Get platform, travelers can now access exclusive rates and perks with curated Kind Hotels in the Fort Myers area, upon a minimum of a \$10 donation to CROW on Kind Traveler. The entire donation goes to CROW, creating a win for the traveler, charity, destination and hotel.

Participating Lee County hotels, all recognized by their sustainability efforts as participants in the Florida Green Lodging Program, include:

- **Pink Shell Beach Resort & Marina** on Fort Myers Beach
- **DiamondHead Beach Resort** on Fort Myers Beach
- **The Westin Cape Coral Resort** at Marina Village in Cape Coral

Caring for more than 5,000 wildlife patients per year and 200 species of sick, injured, and orphaned wildlife, a \$10 donation to CROW Clinic can:

- Provide five days of fish to a pelican recovering from red tide
- Provide five days of fish to a bald eagle with a broken wing
- Provide 1-2 weeks of antibiotics for a gopher tortoise that was hit by a car

Why now?

As indicated in the 2022 Impact Tourism Report by Kind Traveler, 96% of respondents indicated it was important for their travel dollars to make a positive impact in the destinations they visit. Additionally, almost 50% of respondents stated that the hardest part about traveling sustainably was finding accommodations that are sustainable and socially conscious.

“As a destination that embraces sustainability with 120,000 acres of land conserved, offering dozens of nature preserves for exploration, abundant wildlife and protected species, and 150 miles of designated bike paths & trails, Fort Myers’ Islands, Beaches and Neighborhoods is thrilled to participate in creating new offerings for sustainable travel for travelers to give back to CROW when booking with Kind Traveler,” said Tamara Pigott, executive director of the Lee County Visitor & Convention Bureau.

Participating Kind Hotels

Pink Shell Resort & Marina: The first Fort Myers Beach hotel to become a Florida Green Lodging member, Pink Shell recently achieved the highest-level sustainability 4 Palm recognition.

DiamondHead Beach Resort: Designated “Green” for meeting the criteria of the Florida Green Lodging Program with a 2 Palm recognition, DiamondHead offers a sun-kissed island paradise on Fort Myers Beach.

The Westin Cape Coral Resort at Marina Village: Neighboring Fort Myers and Sanibel, this 1-Palm Florida Green Lodging member is in the heart of Cape Coral and the chance to admire the best views of the Gulf of Mexico, the Caloosahatchee River and Tarpon Point Marina.

For more information on how travelers can #TravelKindly to Fort Myers’ Islands, Beaches and Neighborhoods, visit [kindtraveler.com/content/kind-destination-fort-myers-sanibel](https://www.kindtraveler.com/content/kind-destination-fort-myers-sanibel)

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Media assets:

<https://www.dropbox.com/scl/fo/18w0owmnw2jwd6q17sdiv/h?dl=0&rlkey=vnssfkqeywmxpd66jg5vg4y4i>

About Kind Traveler: Kind Traveler, a women and veteran owned public benefit corporation (PBC), is the world’s first socially conscious Give + Get hotel booking and education platform that empowers travelers to positively impact the communities they visit. Kind Traveler represents Kind Hotels and tourism boards in 22 countries and 100+ charities globally. Media contact: Jessica Parker, Jessica@TripWhisperer.NYC, 484-410-7122

Editor’s note: Fort Myers and surrounding areas includes Fort Myers Beach, Sanibel & Captiva islands, Boca Grande & Outer Islands, Pine Island, Matlacha, Cape Coral, North Fort Myers, Bonita Springs, Estero, Alva, Buckingham and Lehigh Acres. For media assistance, [VisitFortMyers.com/media-central](https://www.VisitFortMyers.com/media-central)