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BTB Donates to San Pedro Fire Victims

Belize City, Belize – July 17, 2014- Minister of Tourism, Culture and Civil Aviation, Hon. Manuel Heredia Jr, presented a cheque of five thousand dollars (\$5,000) to the Belize Red Cross San Pedro Branch, in aid of the residents affected by the fire. The cheque, as a part of the Belize Tourism Board's contribution, was presented along with boxes of clothing, food items and toiletries donated by the BTB staff.

Hon. Manuel Heredia Jr says the BTB and staff were willing to assist, 'We are very happy that we are able to provide some support to the families affected by this fire and while the donation in no way can compensate for their loss, we sincerely hope that it will ease their displacement and bring some semblance of comfort in their lives. As soon as we heard of the fire, we started looking into ways to help and I must say that the BTB staff gave generously to provide the families with in-kind donations. I am also pleased to see the outpouring of support from the residents and businesses on the island and I want to thank them for assisting the families because we cannot do it alone.'

The Minister and BTB are grateful to the San Pedro Fire Department, Belize Red Cross and NEMO for their quick response and for placing priority on the relief and safety of the residents. Over sixteen families, including children, were uprooted by the tragic fire that destroyed eight buildings in the Boca del Rio area of Ambergris Caye on July 6th, 2014.

For those who wish to contribute, we encourage you to contact the Belize Red Cross for more information at 207-3319.

About the Belize Tourism Board

The Belize Tourism Board (BTB) is a statutory body within the Belize Ministry of Tourism, Culture, Civil Aviation and it is governed by a Board of Directors appointed by the Minister of Tourism, Culture and Civil Aviation. The BTB works in conjunction with members of the private sector - including the Belize Hotel Association, Belize Tourism Industry Association and Belize National Tour Operators Association - and is dedicated to building tourism in the most economically and environmentally sustainable manner. As a part of its responsibilities, the BTB promotes Belize as a premier tourism destination to both in-country and international consumers. Among its outreach to the international travel market, the BTB

markets the country's unique attractions to travellers, members of the travel trade industry and media outlets in key markets.

The BTB is also dedicated to developing and implementing tourism programs that will help strengthen and grow the Belizean tourism industry; promote good destination stewardship; and instil high quality standards for accommodations and travel experiences. For more information on the BTB and its services, visit www.travelbelize.org.

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