



INTERNATIONAL ASSOCIATION OF ANTARCTICA TOUR OPERATORS

11 South Angell Street, Box 302
Providence, RI 02906 USA

+1 401 272 2152 OFFICE
+1 401 272 2154 FAX

iaato@iaato.org | www.iaato.org

A member organization founded in 1991 to advocate, promote and practice safe and environmentally responsible private-sector travel to the Antarctic

Press Release: New Employee

IAATO welcomes new Operations and Communications Assistant: Amanda Lynnes

FOR IMMEDIATE RELEASE: 10 December 2013

10 December, 2013, Providence, RI. The International Association of Antarctica Tour Operators (IAATO) is pleased to announce the appointment of Amanda Lynnes to the part-time position of Operations and Communications Assistant.

Amanda is responsible for communicating IAATO's key messages and will assist in the development of the environmental and operational components of the Association. IAATO Executive Director, Kim Crosbie, said, "Her background and experience will help the Association to reach out effectively to internal and external stakeholders ensuring that IAATO continues to be recognized for its high standards and best practices in Antarctic tourism management."

Amanda's Antarctic career began in 1996 with the British Antarctic Survey (BAS) as a penguin biologist and field assistant for the Commission for the Conservation of Antarctic Marine Living Resources (CCAMLR). Her passion for communicating Antarctic issues led her to take a position as Press Officer in the Press, Public Relations and Education Department at BAS where she enjoyed working with a variety of media and managing events. She has also worked as an ornithologist on an IAATO Member Vessel, at Port Lockroy on the Antarctic Peninsula for BAS and recently as a Project Coordinator for the UK Antarctic Heritage Trust. Outside of Antarctica, Amanda spent two years with the RSPB developing inspiring wildlife events at busy tourist destinations in the Peak District National Park.

Amanda Lynnes said 'I'm thrilled and proud to be working for IAATO. I believe that protecting our environment depends largely on helping people enjoy the natural world through education and the opportunity to explore it first hand. IAATO has made this a reality by showing that Antarctic tourism is a sustainable, safe activity that causes no more than a minor or transitory impact.'

ENDS

Issued by the International Association of Antarctica Tour Operators.

Contact: Amanda Lynnes, Tel: +44 (0)7879777036; email: alynnes@iaato.org

About IAATO

IAATO is a member organization founded in 1991 to advocate, promote and practice safe and environmentally responsible private-sector travel to the Antarctic. IAATO currently has 110 members. IAATO Members work together to develop, adopt and implement operational standards that mitigate potential environmental impacts. Numerous guidelines have been adopted over the last 20 years that have proven to be successful methods in avoiding such impacts. These include but are not limited to: site specific guidelines, site selection criteria, passenger to staff ratios, limiting numbers of passengers ashore, boot washing guidelines and the prevention of the transmission of alien organisms, wilderness etiquette, garbage policy, ship scheduling and vessel communication procedures, emergency medical evacuation procedures, emergency contingency plans, reporting procedures, marine wildlife watching guidelines, station visitation policies and more.