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LIGHTING THE PATH TO A BETTER TOMORROW

The Globus Family of Brands' Unveils The Lighthouse Project to Support a Sea of Needs

TORONTO, Ontario – April 21, 2021 – On the eve of Earth Day, the Globus family of brands is unveiling the [Lighthouse Project](#): An illuminating initiative created to help travellers come together to reduce our footprint and give generously for the globe's greater good. The Lighthouse Project's mission is to nurture a culture of care and sustainability that extends to guests and operations partners by investing in and raising awareness of projects, causes and experiences that support a better tomorrow.

"For nearly a century, the Globus family of brands has cast a light on the world's most fascinating places and people," said Stéphanie Bishop, managing director for the Globus family of brands. "And in doing this, we have helped travellers walk historic hallways while giving back to the societies that safeguard them; to uncover ancient traditions while meeting the locals dedicated to preserving them and to put down guidebooks and pick up a greater understanding of the world and its people. Along the way, we have also invested in the planet, preserved sacred places and helped humankind. Now, with the Lighthouse Project, we're shining a light on our work and inviting guests to get involved."

The Globus family of brands Lighthouse Project is focused on three, give-back categories:

- **Planet:** The Globus family of brands makes every effort to conserve and preserve in each destination visited. To protect waterways and wildlife and shine a light on organizations that do the same.
- **People:** The Globus family of brands is dedicated to protecting, respecting and supporting the extraordinary communities of the world as well as improving the individual lives within them. The measure of success? – The megawatt smiles we see along the way.
- **Places:** The parks, palaces, museums and monuments we enjoy today are the result of previous generations passionately committed to preservation. By way of the Lighthouse Project, the Globus family of brands aims to pay it forward so that future generations can enjoy the same glorious places to relax, renew and reflect.

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Currently, the company is spotlighting nearly 50 causes focused on the “Planet,” “People” and “Places,” with plans to add more. To encourage education, awareness and support, the Lighthouse Project will place a spotlight on one organization per month, providing guests with give-back opportunities. In honor of Earth Day, the first organization to enjoy the limelight is **The Ocean Cleanup**.

“Every year, millions of tons of plastic bottles and other disposable products enter our beautiful oceans, mostly by way of rivers, impacting our ecosystems, our communities, and our health,” said Bishop. “We are a proud partner of The Ocean Cleanup, a global nonprofit spearheading the largest plastic cleanup in history to rid our oceans and rivers of harmful pollution.”

Through May, Globus, Cosmos, Monograms and Avalon Waterways will encourage guests to support The Ocean Cleanup through a monetary donation or by purchasing sunglasses made from recycled plastics culled from the Great Pacific Garbage Patch.

For more information about the Globus family of brands’ Lighthouse Project, visit each brand Web site at [Globus](#), [Cosmos](#), [Monograms](#) and [Avalon Waterways](#).

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ABOUT GLOBUS FAMILY OF BRANDS

Toronto, Ontario-based Lontours Canada, Ltd. is the privately held company that markets and sells the Globus family of brands within Canada. [Globus](#), [Cosmos](#), [Monograms](#) and [Avalon Waterways](#) offer travellers unparalleled tour, independent travel package, river- and small-ship cruise vacation options. Considered the world’s largest tour operator, with more than 90 years of international travel experience, the Globus family of brands is dedicated to enriching the lives of travellers by turning foreign destinations into familiar harbors, where the expense of travel is forgotten and replaced by personal value. The Globus family of brands is a proud supporter of The Ocean Cleanup. Consumers can book a Globus family of brands vacation or request brochures by visiting a preferred travel agent or calling the following toll-free number: 1.800.268.3636. For more information, please visit www.globusfamily.ca. Travel advisors can request brochures by calling toll-free 1.800.268.1639 or visiting www.agentlingo.ca.