



Selina Hotels to Participate in Earth Hour on March 23 by Hosting Tech-Free Events Across Latin America

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NEW YORK--(BUSINESS WIRE)--Mar. 22, 2024-- Selina Hospitality PLC ("[Selina](#)"; NASDAQ: SLNA), a global lifestyle and experiential hospitality company catering to millennial and Gen Z travelers, today announced its commitment to [Earth Hour](#), a global environmental movement taking place on a single day each year. This year, the world will celebrate on Saturday, March 23, 2024. This is the second consecutive year Selina will participate in Earth Hour. Many of the Selina hotels in Latin America will support global efforts to raise awareness while offering guests and the local communities a unique opportunity to show their appreciation for the planet.

Earth Hour encourages individuals, companies, organizations and other entities worldwide to devote one hour to our Earth, symbolizing a pledge to reconnect, restore, and nurture our planet. From 8:30 p.m. to 9:30 p.m. local time, participating Selina properties across Latin America will turn-off unnecessary lights and welcome guests and local residents to engage in various activities, including powering down technology and participating in special events and programs aimed at personal growth while advocating for environmental preservation. Selina encourages guests at all of its locations to limit or eliminate the use of electricity during this time.

"Sustainability is deeply ingrained in Selina's values, and we are committed to integrating eco-friendly practices wherever possible. With only one Earth, Selina is dedicated to doing our part at every opportunity," said Rafael Museri, co-founder and CEO of Selina.

Traditionally, Earth Hour encourages individuals to switch off electronics and minimize electricity usage for one hour, promoting tangible environmental action and energy conservation. In addition to powering down, Selina's Earth Hour activities will include a variety of events at select Selina hotels in its portfolio:

- Music events featuring unplugged acoustic sessions with local artists, drum ceremonies, sound healing workshops, and singing bowl ceremonies.
- Mindfulness programs such as intention ceremonies, meditation sessions, and astrology workshops.
- Immersive experiences like yoga classes, breathwork workshops, outdoor wellness sessions, and Selina's signature cacao ceremony.
- Note - events may differ depending on the local Selina hotel.

Selina has championed sustainability since its inception, adorning each hotel property with upcycled furniture and collaborating with local artists to design elements within the hotel, thereby supporting the local community.

About Selina Hospitality PLC

Selina (NASDAQ: SLNA) is a global hospitality brand built to address the needs of millennial and Gen Z travelers, blending beautifully designed accommodation with coworking, recreation, wellness, and local experiences. Founded in 2014 and custom-built for today's nomadic traveler, Selina provides guests with a global infrastructure to seamlessly travel and work abroad. Each Selina property is designed in partnership with local artists, creators, and tastemakers, breathing new life into existing buildings in interesting locations in over 20 countries on six continents – from urban cities to remote beaches and jungles. To learn more, visit <https://whatis.selina.com/> or follow Selina on [X](#), [Instagram](#), [Facebook](#), [LinkedIn](#) or [YouTube](#).

About Earth Hour

Born in Sydney in 2007, Earth Hour has grown to become the world's largest grassroots movements for the environment, inspiring individuals, communities, businesses and organizations in more than 190 countries and territories to take tangible environmental action. Historically, Earth Hour has focused on the climate crisis, but more recently, Earth Hour has strived to also bring the pressing issue of nature loss to the fore. The aim is to create an unstoppable movement for nature, as it did when the world came together to tackle climate change. The movement recognizes the role of individuals in creating solutions to the planet's most pressing environmental challenges and harnesses the collective power of its millions of supporters to drive change. Visit www.earthhour.org to find out about Earth Hour events around the world. Together, let's create the #BiggestHourForEarth.

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