



## **PRESS RELEASE**

**For Immediate Release**

**Source: Our Planet Centre**

*Castries, Tuesday, May 31, 2011* – **“Our Planet Centre”** – a state-of-the-art, the very first of its kind anywhere in the world, is an animation centre that has just opened at La Place Carenage, Jeremie Street.

The highly interactive centre that is based on cutting edge technology seeks to promote awareness of conserving the earth’s environment, beginning on our tiny island of Saint Lucia.

Executive Director Sarah Adams says the recently formed organization - “Our Planet” believed that Saint Lucia with its largely unspoiled beauty and environment, was the ideal place to begin the movement of saving the Earth.

Our Planet Centre currently occupies the two top floors at La Place, replacing the Desmond Skeete Animation Centre.

The highly interactive and technologically savvy Centre that is fully staffed by nationals and currently employs about 18 Saint Lucians sports a host of unique features, many of them the only ones in the world.

It has the biggest mirror-sphere in the world; boasts a hologram of Prince Charles that was recorded specifically for Saint Lucia as well as a “NASA

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Room” boasting features built by NASA especially for the Our Planet Centre right here in Saint Lucia.

In fact every evening, like clockwork, NASA downloads information to the Centre, ensuring that the island is up to date on the latest trends in weather patterns around the world, tracking earthquakes, tsunamis and the formation of hurricanes.

Our Planet Centre also boasts several firsts for Saint Lucia – two snow machines that will allow patrons to view Castries Harbour through a snowstorm; several huge touch screen, fully computerized game boards that will allow visitors to the Centre learn about protecting the environment; a hurricane room; a fully equipped movie room complete with lasers, smoke and wind machines that simulate the experience of being caught in a storm and an interactive floor that patrons can walk onto as it teaches them about the endangered species of Saint Lucia.

The multi-million dollar Centre, funded primarily by the German Government with support from other overseas Corporations such as Marks and Spencers and the Hilton Group of Hotels also receives support from the Saint Lucia Air and Sea Ports Authority (SLASPA) among other local and foreign entities.

The idea of Our Planet was conceptualized by Executive Directors Sarah Adams and Pablo Rosenthal, who are on hand at the Jeremie Street Centre to explain their passion for conserving the earth’s environment, a little at a time.

Our Planet Centre in Saint Lucia is the first of its kind in the world, but the creators say that it is their intention to establish Centres just like this one in other Caribbean Islands, Central America and the United States.

One of the key advantages of having the facility in Saint Lucia is that all proceeds will go 100% back into the island, funding local environmental programmes such as recycling and litter management. As the Centre

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Directors say, this is a centre FOR Saint Lucians and so should be supported fully BY Saint Lucians.

Our Planet Centre that opened here last weekend targets all Saint Lucians, but especially students of various levels. It can also be used as a teaching tool for educators on the island.

The centre, based on the Castries Docks, will also vigorously target cruise ship visitors during the tourist season, to better explain the fragility and importance of the earth and its significance to mankind.

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