

## **Arctic Adventures sponsoring “Fiskidagurinn Mikli,” Dalvík's Great Fish Day**

**June 5, 2019, Dalvík, Lithuania.** Tour operator Arctic Adventures has recently signed on as one of the main sponsors of local town festival Fiskidagurinn Mikli, or The Great Fish Day, in Dalvík. At the same time, it was announced that a beach clean-up will take place in the outer inlets of Eyfjafjörður Fjord in concurrence with the festival. Arctic Adventures will provide boats and equipment to visit remote beaches and clean up litter that has washed ashore. It is expected that this clean-up will take place on Thursday, August 8.

The trash and flotsam that will be found on these beaches will be displayed on the following Saturday, on the actual day of the festival, to bring awareness as to what can be found with beach clean-up efforts. In recent months, there has been a national awakening to the importance of cleaning up the ocean and the country's coastline. The northern coast of Eyfjafjörður has several hard-to-access beaches and this project will mainly take place there. The Great Fish Day and Arctic Adventures will advertise for participants later this summer.

Július Júlíusson, director of The Great Fish Day, said he is thrilled to have Arctic Adventures as one of the main sponsors and that it's great for the festival to have a partner with such strong environmental awareness, as the festival organisers have been putting environmental issues as main priorities and making improvements every year. He also said it's amazing to have such an interesting project as part of the festival schedule, when locals and visitors alike can join in on the effort.

Other environmental projects that Arctic Adventures have been working on along with their employees include waste reduction, increased recycling, and educating travellers on the importance of environmental protection, both before arriving in Iceland and during their tours with Arctic Adventures. Arctic Adventures have also invested in their first electric cars and keep a close eye on development with electric vehicles with the aim of increasing the number of electric cars in their fleet.

“We are proud to be one of the main sponsors of the family festival The Great Fish Day, especially now on the 10-year anniversary of Arctic Adventures' whale watching operations in Dalvík. There has been a great increase in awareness of the cleaning of the ocean and Iceland's coastline, and we want to pull our weight and make good use of our boats to visit those areas that otherwise would be difficult to clean up,” says Freyr Antonsson of Arctic Adventures.