

## **Arctic Adventures - one of the leading Icelandic tour operators - participates in DAROM**

Iceland adventure travel company joins the ecological effort on the ground in Vilnius

**April 26, 2019, Vilnius, Lithuania.** With the global campaign “Darom” happening in Lithuania, Arctic Adventures, one of the leading tour companies in Iceland, joined the effort. Nearly 20 employees headed out for an afternoon picking up trash yesterday on Tauras Hill, as part of the company’s dedication to sustainability.

“As an adventure tour operator, nature and environmental responsibility are the main foundation of our business. Our new office in Vilnius is growing quickly and has become a vital part of our operation. Lithuania has been a great host to all of us, and we’re delighted to be able to use this opportunity to say thank you and give back to the community,” said Styrmir Thor Bragason, the Director of Sales and Marketing at Arctic Adventures’ Vilnius office.

Armed with trash bags and gloves, the employees spent a sunny afternoon cleaning Tauras hill in the heart of Vilnius City.

Darom, or “Let’s Do It World,” a global volunteer movement to clean up the environment, was first practiced in Lithuania in 2009, with 150,000 participants.

“I’m thrilled to say that our first environmental project in Lithuania was a success,” said Inga Thorarinsdottir, Communications Manager. “In Iceland, we’re also participating in similar projects, and have taken large steps towards becoming carbon neutral in our operations. We are constantly looking for new ways to improve and do our part on a global scale.”

Arctic Adventures’ Icelandic office will also be participating in the World Environment Day on June 5.

*Arctic Adventures is a growing global player in the world of adventure tourism. They are expanding to sell tours in Canada and beyond under the web address [www.adventures.com](http://www.adventures.com), launching this summer. They are looking to hire around 50 more highly qualified team members when their Vilnius office expands to Park Town in July.*