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## Penta Hotels teams up with Boardmasters Festival / Five epic days of music, surf and soul on the Cornish coastline



Main (ots) -

Penta Hotels is proud to be an Official Partner of Boardmasters 2019, one of the UK's most anticipated summer events, which takes place from 7-11 August at Watergate Bay and Fistral Beach in Cornwall. The organisers will bring together like-minded souls for a unique festival experience, boasting not only a massive international line-up but also a world class surfing competition, all taking place on one of the UK's most beautiful coastlines. 50,000 festivalgoers per day will have the chance to soak-up music from over 200 artists performing across more than 11 stages. Headliners include Wu-Tang Clan, Florence + the Machine, and Foals. All this can only mean one thing; an unforgettable week of sun-drenched dancing and surfing for all who attend. Perhaps most importantly, guests will be able to party guilt-free knowing that the environmental impact of the festival is the highest priority for both Boardmasters and Penta Hotels.

It is for this reason Penta Hotels decided to partner up with Boardmasters over any other festival, as they share the same core values and green mindset. Striving to give all guests a great time whilst prioritising sustainability, together with an awareness for the environment, is at the core of what both Penta Hotels and Boardmasters stand for, making the collaboration a perfect match. In The Beach Bar at Fistral and the VIP area at Watergate Bay guests will feel the spirit of the Pentalounge, but this time in a beach style, with relaxed vibes, great drinks and of course the best music. After the festival, the furniture built for the bars will be reused for other occasions and events, ensuring waste is reduced as much as possible. Following in this 'leave no trace' spirit, Penta and Boardmasters have organised four beach clean-ups in the run-up to and after the festival that will culminate in the final one taking place in Belgium. The aim of which will be to raise awareness on reducing the consumption of plastic and promote the non-plastic initiatives which are a core component of what Penta stands for.

Eugène Staal, President of Penta Hotels Worldwide said, "As a global hotel brand, we can have a great positive social influence on our surroundings. At Penta we are about bringing people together, having a good time together and respecting the environment, so we couldn't think of a better choice than partnering with Boardmasters. At our hotels, we live the neighbourhood lifestyle and we feel Boardmasters shares our values. We are working with full determination on coming up with a plastic free hotel concept and are actively implementing different initiatives in all our hotels to reduce our impact on the planet."

Toby Gwazdacz, Head of Rights & Partnerships at Boardmasters added, "Protecting our oceans, coastlines and beaches is key to us at Boardmasters. We're delighted to be partnering with Pentahotels for our Beach Clean Tour, bringing our beach cleans to new locations across the UK and the rest of Europe. We look forward to working with the team at this year's festival and beyond." More info at: <https://www.boardmasters.com/beachcleantour>

A member of Rosewood Hotel Group, Penta® represents a new generation of neighbourhood lifestyle hotels offering modern-minded individuals and business travellers comfort and style in a relaxed atmosphere. Known for its unique interior design and attitude, the lifestyle brand stands for true innovation in the industry's upper-midscale segment. With 29 operating hotels across eight countries over two continents, the hallmark of the hotel chain is the Pentalounge – a combination of lounge, bar, café and

reception - that stands out with its "living room" look and feel. For further information and bookings, please visit [www.pentahotels.com](http://www.pentahotels.com). Follow us on [www.facebook.com/pentahotels](https://www.facebook.com/pentahotels) and [www.instagram.com/pentahotels](https://www.instagram.com/pentahotels) for our latest news.

Boardmasters After Movie 2018:

<https://www.youtube.com/watch?v=1gDujVd9sfM&feature=youtu.be>

Penta Hotels Beach Clean-Up Video:

<https://www.youtube.com/watch?v=hpwaTL4wI0M>

Contact:

Penta Hotels Worldwide GmbH  
Global Marketing & Communications  
Phone: +49 (0) 69 256699 760  
E-mail: [pr@pentahotels.com](mailto:pr@pentahotels.com)

#### Medieninhalte



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