



Center for Responsible Travel

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## PRESS RELEASE

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### **Center for Responsible Travel and Steller.co Launch Positive Impact Trip Storytelling Contest**

**The contest prize is a trip for two to Bodhi Surf + Yoga in Costa Rica.**

Washington, DC – The Center for Responsible Travel (CREST), a nonprofit organization dedicated to promoting responsible tourism, has partnered with social media community Steller.co to launch a [Positive Impact Trip storytelling contest](#). Contest participants will have the chance to win a trip of a lifetime by sharing how they are making a difference through travel. The contest encourages a wide range of stories about traveling sustainably, giving back to local communities, engaging with local cultures, and protecting the environment.

The contest prize is a trip for two to [Bodhi Surf + Yoga](#) in breathtaking Uvita, Costa Rica. A leader in sustainability, Bodhi Surf + Yoga is a certified B Corporation and carbon neutral resort offering one-of-a-kind surf and yoga adventures. The contest winner and his or her guest will spend a week in paradise learning to surf, practicing yoga, rejuvenating in nature, and engaging with the community. Air travel to Costa Rica is included. Organic nutrition industry leader Clif Bar & Company will provide each traveler with products to feed and inspire adventure, and adidas Outdoor will supply each traveler with \$1,000 of its award-winning gear. There is no cost to enter.

Contest participants will build amazing travel stories on the Steller app using photos, text, and video from their phones. When they publish their stories using the hashtag #CRESTContest, participants will join an inspiring community of socially and environmentally conscious travelers. Sharing a story on Steller is quick and easy – just a few minutes from concept to publication – and the results serve as an evergreen memory of a positive impact trip.

“At CREST, we believe responsible travel can promote a healthy environment while helping communities thrive,” says Martha Honey, CREST Co-Founder and Executive Director. “We are thrilled to partner with Steller on this new contest, which will bring travelers together to share how their choices are making a difference. It is a wonderful opportunity to raise awareness of responsible travel while offering the chance to win an incredible, sustainable vacation.”

“Steller stands for inspirational and responsible travel, and to us that means moving forward conscientiously, and making a positive difference for ourselves, and for the areas through which we pass,” says Pete Bryant, CEO of Steller. “It is our goal to help make the world a better place through seeing and doing, by traveling the right way, with the right mindset. We are proud to offer this contest with CREST and Bodhi Surf + Yoga, a place that lives and breathes the promise of kind travel. And we are so excited to be the community for travelers around the world who can share authentic tales of travel that are inspirational, mindful, responsible, and fun.”

CREST and Steller's Positive Impact Trip contest is open November 8 – February 28. To learn more and enter the contest, visit [steller.co/CREST\\_Travel](http://steller.co/CREST_Travel).

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### **About the Center for Responsible Travel (CREST)**

The Center for Responsible Travel (CREST) is a nonprofit research organization dedicated to increasing the positive global impact of responsible tourism. CREST assists governments, policy makers, tourism businesses, nonprofit organizations, and international agencies with finding solutions to critical issues confronting tourism, the world's largest service industry. Learn more about CREST's innovative field projects, research, and advocacy at [www.responsibletravel.org](http://www.responsibletravel.org).

### **About Steller**

Steller is the award-winning storytelling app built around a community of travelers and adventurers sharing their experiences and inspiring travelers across the globe. Steller's market-leading travel storytelling platform, app and community has unleashed the power of user-generated storytelling and the celebration of life's most enduring memories, destinations, and activities. With over two million people from 189 countries having used Steller, the Steller community has become a trustworthy source of travel inspiration and recommendations. It enfranchises storytellers to employ a full palette of creative tools, expressive and elegant design, still photography, video, text, graphics, and web links that drives inspiration, validation, and action. Find us at [www.Steller.co](http://www.Steller.co).