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Plant a Tree with Avillion Port Dickson

Preserve For Our Children, Create A Better Tomorrow

Port Dickson, 10th November 2011 - Avillion Port Dickson hosted the Avillion Plant a Tree Program today, with the students and teachers of Sekolah Kebangsaan Port Dickson as well as members of the media. The program is part of Avillion Hotel's Corporate Social Responsibility initiatives to raise awareness on preserving the nature for a better tomorrow, to inculcate sense of responsibility toward the environment among the young generations, and to stimulate their interests in gardening.

Through Avillion Plant a Tree Program, Avillion Port Dickson is empowering students and guests with the knowledge to preserve and take care of the nature. The event served as an educational learning process platform for the students and guests to help "make a difference" in our environment we all live in, to preserve our rainforest and its natural resources. The hotel delivered a session of planting basics and plants introduction, followed by practical opportunity for students and all guests to plant and label their own trees.

"We started this program with the aim of preserving for a better tomorrow, and this program is launched early this year to welcome our guests to participate in our CSR project as well as to contribute to the environment" said Gared Cubinar, Assistant General Manager, Avillion Port Dickson.

"This is an ongoing program where our hotel guests can plant their own trees in our project site with a small cost of RM50, which includes the cost of the plant, as well as the maintenance and nurturing of their planted trees into maturity." Cubinar further explained. "To date, there are already 21 trees planted by our guests through this Avillion Plant A Tree Program and we are working towards more."

Avillion Plant A Tree Program is supporting the Malaysian Government's nation wide calling to GREEN our country with the overall national target of 20 millions trees by 2020. Through Avillion Plant a Tree Program, Avillion Port Dickson is not only contributing to the nation's green initiatives, but also allowing and encouraging guests to participate.

"By driving this green initiative, Avillion Port Dickson hopes to join forces in rebuilding the endangered ecosystem where we invest effort and money to nurture seedlings and young plants in our project site. Our project is not just about growing trees, but nurturing hopes - a

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hope that our future generation will be able to enjoy a greener environment," Cubinar elaborated.

Avillion has been implementing initiatives that are environmental-friendly for the benefit of the young generations. By putting the Avillion Plant a Tree Program into practice, Avillion Port Dickson is working on contributing back to the community in which we do business, and creating a better environment for the future generation.

About Avillion Hotel Group

Avillion Hotel Group is a wholly owned subsidiary of Reliance Pacific Berhad, an integrated travel and hotel group listed on the Kuala Lumpur Stock Exchange (KLSE) since 1993. The Group operates a chain of luxury properties across the country. Since its inception in the early 1990's, the group has been guided with the passion of designing, constructing and managing unique architecture and in accommodation, a firm philosophy that the owners have derived over the years.

Avillion Hotel Group maintains a total of four Malaysian beach resorts and hotels, each one with its own personality and ambience. These consist of Avillion Port Dickson, Avillion Admiral Cove, Avillion Legacy Melaka and Avillion Layang Layang. Avillion Port Dickson became an instant award winning architecture blending individualism and personality within a natural environment.

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