

FOR IMMEDIATE RELEASE

AVILLION BLOOD DONATION DRIVE 2012

A Life in Dire Need, A Drop of Blood Indeed

Port Dickson, 16th May 2012 – The Avillion Blood Donation Drive is here again for the fourth consecutive year in Port Dickson. Jointly organized by Avillion Port Dickson and Avillion Admiral Cove, this blood donation exercise is held in collaboration with Hospital Port Dickson from 9am to 4pm in Riau 6 of Avillion Port Dickson. The main objectives of this meaningful campaign are to raise awareness of the importance of donating blood among the local community, as well as to relieve Hospital Port Dickson blood bank of insufficient blood supply.

Avillion Hotel Group is stepping forward with its dedicated efforts to contribute back to the society in which it does business. “We encourage not only guests and the general public, but also our own employees, suppliers and business partners to actively participate and contribute to the well-being of our society,” said Mr. Michael Quay, General Manager, Avillion Port Dickson.

He further elaborated that the Avillion Blood Donation Drive 2012, being part of Avillion’s Corporate Social Responsibility programme, is an annual endeavor that the Avillion hotels and all employees are committed to and enthusiastic about. “With the blood donation drive, we hope to play our roles as considerate citizens and contribute towards replenishing the diminishing blood supply of Hospital Port Dickson.”

“A life in dire need, a drop of blood indeed. For each patient needing blood, it is an emergency. Lend a hand to those patients needing blood transfusion,” urged Mr. Alan Kay, General Manager, Avillion Admiral Cove. “In addition, blood donating is not just a generous deed to save a patient’s life, but can also help the donor improve his body metabolism.” Being a regular donor, Mr. Kay felt it is meaningful to take a step further than merely donating blood, towards the education, promotion and advocacy of blood donation.

In this Blood Donation Drive, Hospital Port Dickson received positive donors and considered the event a success. Avillion Hotel Group would like to thank Hospital Port Dickson and all donors for supporting this campaign. Certificate of Appreciation are awarded to all eligible donors and prizes were given out to lucky donors by the Avillion hotels. Hospital Port Dickson in turn, provided complimentary services which include outpatient health check and Hepatitis B inoculation for those who donated twice within 12 months.



AVILLION

HOTEL GROUP

Avillion Port Dickson is an award winning beach resort which sits over 23 acres of coast scenery and faces the Straits of Malacca, offering 240 exquisitely designed rooms ranging from chalets to villas. Designed with the architecture of an Old World Malay fishing village in mind, the resort fuses traditional culture with contemporary luxuries, giving guests the opportunity to experience Malaysia's rich heritage while living in comfort. The result is a perfect hideaway where guests can escape the hustle and bustle of city life and take a much needed breather. For further information, visit our website at www.avillion.com.

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. For further information, log on to www.avillion.com.

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