

FOR IMMEDIATE RELEASE

## Avillion Port Dickson's Green Mission to Celebrate Earth Week

### *Restoring the Green of our Earth with "Plant-A-Tree" Programme*

**Port Dickson**, 8<sup>th</sup> April 2013 – The team at Avillion Port Dickson, in conjunction with Earth Week, embarked on a tree planting mission today together with 50 students and five teachers of Sekolah Kebangsaan Port Dickson via its "Plant-A-Tree" programme to raise awareness and inculcate sense of responsibility towards Mother Earth among the young generation.

En. Awaludin bin Hj Hassan (ANS. PJK.) Assistant District Education Officer, Pejabat Pelajaran Port Dickson, was present to join in the relocation of 40 trees from Avillion's Plant-A-Tree project site to Sekolah Kebangsaan Port Dickson. The trees planted will beautify the landscape of the school and provide a better learning space for the students. Students who are involved in planting the trees with the guidance of teachers and the Avillion team will also get hands-on experience of protecting and restoring the school's environment.

"Through this Green Mission, Avillion Port Dickson is providing an educational platform for students to begin their journeys of preserving and restoring the environment. We hope to empower them with the knowledge and experience to help rebuild this endangered eco system we live in. Starting small, from their school, students learn to be responsible towards the Earth and make a difference in the perseverance of the natural resources for our future generation," explained Michael Quay, General Manager, Avillion Port Dickson.

Learning basics and plants introduction were shared with the students prior to the practical session of planting trees to ensure that they are well-prepared before the hands-on experience. The learning opportunity was made fun and memorable by relevant quiz game and activities to make the whole experience impactful for all participants.

"This green initiative where we invest effort and resources to nurture seedlings and young plants is not just about growing trees. It is about nurturing hopes – one of which our future generation will be able to enjoy a greener environment and live a healthier live," added Quay.

Born from the globally-celebrated Earth Day, an annual occasion where people demonstrate their support for environmental protection and campaign to increase the awareness of issues our Earth is facing, Earth Week is an extended celebration to allow students to spend more time learning about the environment and the issues we face.

The Avillion Plant-A-Tree Programme is a Corporate Social Responsibility project supporting the Malaysian Government's nationwide calling to green our country with the overall national target of 20 million trees by 2020. Launched in November 2011 by Avillion Port Dickson with

the objective to raise awareness on preserving the environment for a better tomorrow, this programme offers students, hotel guests and the public an educational learning platform to make a difference in the environment we all live in by planting their own trees with a small cost of RM50.

While Avillion Port Dickson continues its support for environmental protection via the “Plant-A-Tree” programme, the team also recognizes the importance of inspiring others to step forward in this movement to save the Earth. Hence, its continuous effort in various community projects to involve not only employees and media, but also guests and the public.

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#### **About Avillion Port Dickson**

Avillion Port Dickson is an award-winning beach resort sitting over 23 acres of coast scenery along the beautiful Straits of Malacca. Offering 240 exquisitely designed rooms which range from chalets to villas, the resort is 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 you can escape the hustle bustle of city life and take a much needed breather closer to the nature.

For further enquiries visit our website at [www.avillionportdickson.com](http://www.avillionportdickson.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 1990s, 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 becomes an instant award winning architecture blending individualism and personality within a natural environment.