



AVILLION  
PORT DICKSON

*'Winner for THREE consecutive years – World Luxury Hotel Awards 2010, 2011, 2012'*

FOR IMMEDIATE RELEASE

## DEDICATION OF 100 TREES IN CELEBRATION OF 100 YEARS IN ACADEMIA

### *Avillion Port Dickson celebrated Sekolah Kebangsaan Port Dickson's 100 Years of Contribution in Educating Students*

**Port Dickson, 17<sup>th</sup> June 2014** - Avillion Port Dickson today dedicated a total of 100 trees to the landscape and education environment of Sekolah Kebangsaan Port Dickson (SKPD) to celebrate 100 years of contribution in the educating and upbringing of our next generation. The resort celebrated SKPD's dedication in cultivating and shaping students at young age and turning them into valuable assets of the society. This move is not only in-line with the resort's aspiration to contribute towards atmospheric change and improvement of environment; it is also aligned with the school's mission of educating students and inculcating their sense of responsibility towards the environment from a young age.

The event saw a total of 50 students and 5 teachers along with the Avillion Port Dickson team and members of the media present. An educational session on Plants and the Environment engaged the students and teachers with basic knowledge and useful information, before they got into action. The practical planting of a variety of plant species, including Hibiscus, Bougainvillea, Eugenia, Malay ginger and Sea Almond tree, was fun and interesting. After all the actions and labour work, participants were treated to a delectable morning tea. Students brought home a Green Bookmark each that were handmade by the Avillion Port Dickson team to celebrate the joint-effort of the resort and the school in contributing to the environment.

"The event engages students in informative and educational sessions that inspire them, at this young age, to be responsible towards the environment," said Pn. Maimunah bte Samek, Headmistress, Sekolah Kebangsaan Port Dickson. "With the guidance of the Avillion Port Dickson team, our students get the hands-on opportunity of planting for their own school, which is fun and memorable. It is more effective than classroom learning."

"The team at Avillion Port Dickson is dedicated at creating opportunities where its employees, guests and members of the public are able to contribute small steps according to individuals' abilities towards preserving the environment for a better tomorrow," explained Mr. Michael Quay, General Manager, Avillion Port Dickson. "Students are the next generation and assets of the society. We educate them in green practices and together we create a better world to live in."

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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 very 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 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.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, Avillion Legacy Melaka and Avillion Layang Layang. Avillion Port Dickson becomes an instant award winning architecture blending individualism and personality within a natural environment.

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