

## Press Release

### Cinnamon Grand launches Environmental Wisdom Cards



To commemorate World Environment Day on the 5<sup>th</sup> of June, Cinnamon Grand launched a novel environmental awareness initiative called 'Environmental Wisdom Cards'. IIFA 2010 Global Green Award winner and Bollywood superstar, Vivek Oberoi, endorsed this initiative during his visit to Nuga Gama on World Environment Day. These cards aim to honour and promote environmental wisdom passed down through the ages. The images on the cards are based on the 200 year old Nuga (banyan) tree at Nuga Gama, which has seen many changes in the city's landscape, but still retains its inherent majesty.

The images, taken by leading photographer, Steve Cohn, capture the 200 year old Nuga tree in all its splendour. The quotes expressed in the cards are by eminent world figures dating as far back as the 1700s. These world personalities offered the world environmental wisdom that has had a lasting impact to date. Some of the featured quotes are from Albert Einstein, theoretical Physicist, William Wordsworth, British Poet and Arahata Mahinda, an Indian Buddhist monk who brought Buddhism to Sri Lanka.

The Environmental Wisdom cards are presented in an elegant box that contains twelve Environmental Wisdom Cards and envelopes. The cards, envelopes and box are all printed on recycled paper in keeping with the nature of the initiative. The proceeds from the sale of these cards will be directed towards an environmental charity.

“As a socially responsible corporate entity, the Cinnamon Grand has always placed extreme importance on introducing different environmental initiatives involving associates, customers and other stakeholders. Environmental Wisdom Cards is the second environmental initiative for this year. The ‘365 Ways to Save the Earth’ Campaign launched in January 2010 was the first, with a greater focus on associate involvement,” said General Manager Rohan Karr.

Last year, the Cinnamon Grand launched an immensely successful recycling initiative, Banners to Bags, the first of its kind in Asia, the proceeds of which were channeled to the Cancer Hospital, Children's Ward in

Sri Lanka. This environmental initiative was supported by 2007 Nobel Peace Prize Co-Laureate Professor Mohan Munasinghe who won the award for his work on climate change. “In a similar vein to the B2b concept, Environmental Wisdom Cards will bring guests a novel way to purchase a useful and attractive product, while also doing their part to promote and share these words of wisdom,” said General Manager Rohan Karr.

“We are very conscious of the role we must play in being a model corporate citizen. This initiative therefore takes this environmental conscience that much further,” said Public Relations Manager Tharika Goonathilake. “The cards are ideal gifts that contain words of wisdom and unusual images of the 200 year old Banyan tree, which in itself is an environmental landmark in the city. So each time a customer purchases these cards, they’re doing their bit to pass on this wisdom,” she said.

The Environmental Wisdom Cards are available at Nuga Gama, the Executive Lounge and the hotel’s reception.

