

Press Release

Children pledge to plant for the planet at Nuga Gama with Bollywood star Vivek



In celebration of World Environment Day on June 5th 2010, the Cinnamon Grand Colombo, in collaboration with Bollywood superstar Vivek Oberoi, planted a sapling at Nuga Gama, 'the village in the city'. Mr. Oberoi with a group of children ranging from three to fourteen years at Nuga Gama initiated a tree planting exercise. "All of us should help in efforts to help the environment," he told the children.

He encouraged the children to join him in planting the sapling whilst treating them to fun facts and anecdotes about the environment to capture their imagination and interest. Mr. Oberoi himself was fascinated with the Nuga Gama village concept and the 200 year old banyan tree which he said "spreads out so beautifully like a magical little world of its own."

The children were also given a sapling to take home and were urged by Mr. Oberoi to plant them in their own gardens. He told the children that if each one of them looked after these saplings until they became trees, they would be doing their part even in a small way, to make a big difference. To the children who exclaimed squeamishly, 'It's muddy!' he explained that it is earth, vital for all life forms on the planet. The kids were completely enthralled by Mr. Oberoi and hung on his every word. "It's an amazing feeling when you capture their imagination and they learn about harmony with Mother Nature," he said.

As a dedicated social activist, Mr. Oberoi is involved with several charities, environmental programs and organizations. Furthermore, Mr. Oberoi was presented with the Panasonic Global Green Award at the 2010 IIFA Awards this past weekend. He was presented the award for his tireless efforts in helping humanity and raising awareness on environmental issues.



Cinnamon Grand General Manager Rohan Karr said that this initiative further enhanced John Keells Holdings Group's Environment Day Tree Planting effort which supported the United Nation's Environment Program's (UNEP) 'Plant for Planet - Billion Tree Campaign'.

Public Relations Manager Tharika Goonathilake said that it was indeed a great privilege to have Mr. Oberoi grace this occasion, given his enthusiasm to work towards environmental and humanitarian causes. "At Nuga Gama we believe in inculcating the importance of honouring tradition, culture and environment at a young age since the concept of Nuga Gama is all about preservation. This is one way we can teach kids to be more environmentally responsible," she said.