



AVILLION
HOTEL GROUP

FOR IMMEDIATE RELEASE

AVILLION CHRISTMAS LUNCHEON

Time for Giving, Time for Sharing

Port Dickson, 19th December 2011 - Avillion Hotels in Port Dickson is organizing a Christmas Celebration for underprivileged children. As part of Avillion Hotel's Corporate Social Responsibility initiatives, the Christmas party is an annual event to celebrate the true spirit of Christmas with the children from Rhema Homes Seremban and New Life Care Centre. Themed "Time for Giving, Time for Sharing", this event is co-hosted by Avillion Port Dickson and Avillion Admiral Cove and is the result of both hotel's year long efforts to drive contribution for charity, both internally and among the public.

A series of fundraising activities were initiated and implemented with the objective of providing a helping hand to the adopted homes on their daily needs and provisions. Among Avillion's charity drive efforts is the RM1 per room night of individual guests contribution, whereby every room sold contributed RM1 to the fundraising campaign.

"I would like to take this opportunity to thank our leaders of Avillion Hotels who strove and still are striving to lead and drive our campaigns to scale new heights. And of course, all our Avillion Hotels employees, your sweat and hard work invested in all our CSR activities are appreciated. Without you, we would not have done it," said Mr. Andre Jean Sibert, Managing Director, Avillion Hotels International.

This year in Port Dickson, we hope to bring cheers to homes of Rhema Homes Seremban and New Life Care Centre (NLCC) where each houses 13 and 42 children. These children are mostly abandoned or abused by their guardians or parents hence the homes took them in to care for and bring them up. These meaningful homes could really do with assistance in any form to help with their running costs for necessities such as utilities, provisions, food, maintenance and rental. Rhema was founded by Rev Dr John Nagamuthu and Rev Rebecca Devi whilst New Life Care Centre is founded by Pastor Paul Jegan and Pastor Katherine.

To mark this wonderful occasion, the children of these homes are invited for a Christmas Luncheon with lots of fun activities like Christmas tree decorations, swimming and fish feeding. On this joyous event, the children are joined by guests, members of media and employees of Avillion Port Dickson and Avillion Admiral Cove.

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As a result of these dedicated efforts, Avillion Port Dickson and Avillion Admiral Cove are able to contribute the two homes. “With this small gesture, our organization ensures funds are generated to help with the children’s basic needs,” said Alan Kay, General Manager, Avillion Admiral Cove.

With this contribution, it will continuously help shape the children into becoming the pillars of our nation, through fulfilling their basic needs like purchasing school uniforms and stationeries as well as daily provisions.

Avillion Hotels have a long history of supporting a number of Corporate Social Responsibility (CSR) activities through its community programs. By implementing these programs, we hope to create awareness on environmental issue as well as to contribute as much possible to the society. Other than that, Avillion hopes to give back as much as possible to the society it serves through a series of event.

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.

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