

Kuramathi Celebrates World Environment & Ocean Day



Kuramathi is celebrating World Environment Day and World Ocean Day with a series of activities from 5th to 8th June 2009. Kuramathi is a firm believer of 'responsible tourism' and incorporates economical, social and environmental components of development into the resort strategies. Many of the activities are being conducted in conjunction with Rasdhoo, the neighbouring inhabited island of Kuramathi, and in particular the Alif Alif Atoll Education Centre and its students and teachers. Educating the future generations to think green is the way forward for a brighter future.

Details of some of the activities planned for this year include the following.

One project in exclusive participation with Alif Alif Atoll Education Centre is to make the school free of plastic bags from 5th June onwards. The school is scheduled to carry out the days leading to World Environment Day, campaigning for this worthy cause and raising awareness of the damages done to the environment by plastic bags. According to many sources, plastic bags account for a large percentage of the total waste and is responsible for over 100'000 deaths of marine animals. Kuramathi is supporting this cause by providing professionally designed and printed campaign material for the school. In addition to commemorate World Environment Day and this cause, Kuramathi is donating custom-made cloth bags to every member of the faculty and student body.

The bags proudly and prominently carry this year's World Environment Day theme 'Your Planet Needs You - UNite to Combat Climate Change'.

Kuramathi will also contribute to the Billion Tree Campaign of UNEP by donating 200 plants to the island of Rasdhoo. Guests and staff of Kuramathi have been invited to participate in this event, along with the residents of Rasdhoo and will be going across to the island on World Environment Day itself to plant these trees. The trees donated are all indigenous trees to the Maldives, consisting of baby coconut palm trees, Hirun'dhu, and Kaani.

The 8th of June, World Ocean Day, will be celebrated by an afternoon dedicated to cleaning Kuramathi house reef and lagoon. The already stunning house reef with its magnificent soft corals, and the myriad of colourful fish is a snorkeler's dream come true. Come 8th June, lead by Rasdhoo Atoll Divers, the reef and lagoon will be host to many divers, a mix of staff and guests, gently removing any drifting rubbish and ensuring that Kuramathi lagoon and house reef is kept in its pristine state.

"Tourism needs to be more than just a holiday for the guests, it needs to be responsible and the best way to move forward in this direction

is by involving the community we are in. Our Bio Station and Environment Committee continuously strive to increase general environmental awareness and endeavour to implement eco-friendly policies throughout the resort." says Abdul Latheef, the Maldivian General Manager of Kuramathi.

Kuramathi is one of the first resorts to open in the Maldives, and in line with the philosophy of responsible tourism, many parts of Kuramathi island remain untouched, left in its virgin state. The Bio Station plays a key role in the long-term strategies of the resort. Established since 1999, the Bio Station works hard to educate guests about the underwater

world and especially the correct ways of snorkelling to ensure this magnificent yet fragile ecosystem thrives. Additionally, the Bio Station works closely with the Environment Club of Alif Alif Atoll Education Centre and often conducts educational presentations for the students and other awareness campaigns focused around responsible tourism.

About Kuramathi:

Kuramathi was one of the first resorts to open in the Maldives and is part of Universal Resorts of Universal Enterprises Private Ltd, a 100% Maldivian owned company, and the pioneers of tourism in the Maldives.

The island is host to three resorts; Kuramathi Village, Cottage & Spa and Blue Lagoon. From 1 November 2009, a new concept will be introduced, where Kuramathi will operate as one resort. Please find below a brief introduction.

Set on the tiny archipelago of Rasdhoo, Kuramathi is a beautiful island retreat with acres of luxuriant vegetation, surrounded by powder-white beaches including a mile-long sandbank at the tip of the island. All villas feature Maldivian style natural décor and are set on the beach, amongst lush gardens or over water, looking out to the vast Indian Ocean. Four poster beds, open-air bathrooms, rainfall showers or Jacuzzi, large outdoor decks with inviting daybeds or sun loungers, are just some of the creature-comforts enjoyed by our guests. Dining options are innumerable with many restaurants, bars and great-value all inclusive packages, topped off with Maldivian service – welcoming, genuine and friendly.