

## The Lux Collective Circle Of Care Presents Ride For Hope Eskapes Costa Blanca - CEO Initiative Cycling for Children's Brighter Future



*Ride for Hope – CEO of The Lux Collective Mr Olivier Chavy cycling for children's brighter future*

**Mauritius, 19 September 2025** - At the heart of its purpose, global luxury hospitality group The Lux Collective makes each moment matter and cares about what matters. Putting people first is the core of the Group's culture as well as staying true to the values of being passionate, responsible and innovative in all that it does.

The Lux Collective's signature **Circle of Care** programme instituted sustainability and social responsibility as part of its integral dimensions. Alongside the Group's commitment to environmental stewardship—protecting marine ecosystems, reducing carbon footprints, and sourcing ethically—**Environment Care** under the Circle of Care programme also ensures that children play a central role in shaping a more conscious and equitable future. Through dedicated efforts, the **Community Care** not only nurtures children's development but also enriches the communities and environments in which the children grow up.

Numerous initiatives on caring for the Environment and the Community continue to be implemented, with a strong focus on empowering children and their families, fostering inclusivity and creating positive change.

### **Ride for Hope – Cycling for Children's Brighter Future**

With leadership in action, The Lux Collective CEO Olivier Chavy has initiated the **Circle of Care CEO Initiative – cycling for a cause** to raise fund for needy children of Elles C Nous Association. **From 21 to 27 September 2025**, the avid cyclist will take on the mountainous Eskapes Costa Blanca route - category 2 of Vuelta a España, The Tour of Spain. For seven days, he will ride through steep climbs, rugged ridges and challenging terrains.

“At The Lux Collective, we believe in caring for and uplifting the community. Cycling for a cause is deeply close to my heart, and after seven months of training, I am ready to take on this challenge in support of Elles C Nous Association. The smiles and hopes of the children I have met are the true starting line of this journey. Through the Circle of Care Initiative, this is our way of giving back — and I invite you to join us,” said **Olivier Chavy, Chief Executive Officer of The Lux Collective**.

For over 18 years, Elles C Nous has stood as a lifeline for children and families in Mauritius. What began as a small community initiative has grown into a powerful force of hope — providing over 90 children and 60 families with food on the table, roofs over their heads, schoolbooks, medical support and the care every child deserves.

Its mission does not stop at survival. **Elles C Nous is about inspiring children to grow with dignity and hope**. It enables children to walk into school with confidence, families to rebuild after cyclones, and brighter futures shaped by opportunity, not hardship. This year, one of its most urgent needs is to purchase a coaster van for transportation of children to school, distribution of donations and family visits in poor remote areas.

**Every kilometre Olivier pedals is a call to action - to put hope on wheels and carry the children further than they could go alone.** United in purpose at The Lux Collective headquarters, following Olivier's progress 'live', the team will cycle alongside on installed Technogym bikes to match his mileage and distance travelled.

With every donation made towards the cycling challenge, it will contribute to the vehicle for change. **To support this worthy cause, please visit [Ride for Hope](#) now!**

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*For photos, please click [here](#).*

**LUX\***

**tamassa**

**salt**

**socio**

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#### **About The Lux Collective**

[The Lux Collective](#) ("TLC") is a Mauritian-born global luxury hotel operator and manages brands [LUX\\*](#), [SALT](#), [TAMASSA](#), [SOCIO](#) and Café LUX\*.

At the heart of its purpose, TLC makes each moment matter and cares about what matters. Putting people first is the core of TLC's culture as well as staying true to the values of being passionate, responsible and innovative in all that it does. By providing comfort through thoughtful and exquisite designs, TLC creates experiences that make each moment matter for all guests. It is committed to operating in a considered and respectful manner that is mindful of future generations.

Through its signature Groupwide sustainability project Tread Lightly, The Lux Collective promises an eco-conscious stay throughout its hotels. Its partnership with Altruistiq, a group of CO2 experts, focuses on the environmental footprint and ensures that emission sources are tracked using the highest international Science-Based standard.

Growing the global presence, TLC currently manages 18 operating resorts and hotels in Mauritius, Maldives, Ile de la Reunion, China and Tanzania, and with 14 more hotels in its development pipeline in Africa, Asia and the Middle East.

An affiliate member of IBL, a major economic player in the Indian Ocean and a public-listed leader of the "Top 100" Mauritian companies, IBL is active in key sectors of the Mauritian economy, with a global portfolio of approximately 300 subsidiaries and associated companies.

#### **About LUX\***

At [LUX\\*](#), time is luxury. LUX\* helps people to celebrate life by delivering consistently on the promise of a different kind of luxury; hospitality that is Lighter. Brighter. In a world where a deeper sense of connection can be hard to reach, even on vacation, it enables guests to break from the ordinary. Staging exceptional experiences in different locales – whether on the Beach, in the City or in Nature, it transforms the everyday into the extraordinary through elevated service, contemporary spaces and crafted escapes to truly disconnect and relax - **with Life Extraordinary**.

#### **Media Relations**

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