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LUX\* SOUTH ARI ATOLL CONTRIBUTES TO MALDIVIAN THALASSEMIA FUND  
THROUGH THE TREE OF WISHES

LUX\* South Ari Atoll celebrates its annual initiative by creating a difference for the Maldivian Thalassemia Fund through its Tree of Wishes donations of USD\$ 8,000.

An activity held twice weekly, the Tree of Wishes is inspired by Japan's ancient Tanabata festival wishing trees, where guest will be given an auspicious red ribbon to write their wish before tying it around the branches of a banyan tree. This also creates an opportunity for guests to contribute by placing a voluntary donation at a dedicated area near the tree where all offerings received will be given to the identified charity organisation.

Every guest whom participates in this event, automatically becomes part of the annual Tree of Wishes Lucky Draw where one ribbon will be picked at random and the lucky owner of the selected ribbon will win a complimentary holiday to any property within LUX\* Resorts and Hotels portfolio.

“Being able to support our Maldivian friends and local communities in this beautiful destination through our Tree of Wishes is a great honour and it is a cause for which we feel very passionately about. Our guests participation through sharing their wishes and their support of the Maldivian culture and people has made this donation possible and we remain committed to making sure our local friends and family here are able to celebrate life.” said Jonas Amstad, General Manager of LUX\* South Ari Atoll.

With the aim of improving the services provided to patients suffering from this hematological disorder, the resort and the Maldivian Thalassemia team have signed an agreement allowing both parties to interact on a greater scale generating ways to foster cooperation among medical institutions. The charity support offered by the resort enables the Maldivian Thalassemia Fund to cater for more patients with dedicated initiatives to promote blood donation throughout the country.

For further information, please contact Daisy Walsh, Cluster PR and Communications Manager at [daisy.walsh@luxmaldivesresort.com](mailto:daisy.walsh@luxmaldivesresort.com)

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