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Port Dickson, October 28, 2009 – To support individual action and embed a culture of responsible leadership, Avillion Group of Hotels (AHG) today launched a beach cleanup campaign entitled “Take a Stand in the Sand” further driving the firm's corporate responsibility efforts through empowering its people and impacting the community.

Through this innovative program, the third initiative in a series of CSR efforts for the group in 2009, the firm encouraged its people to demonstrate their responsible leadership by working together with MPPD in creating a sustainable effort. Avillion Hotel Group's staffs have collectively made an indelible impact in their communities through the community efforts implemented thus far. “We wanted to show how one individual firm can make a difference and inspire others to take action,” said Andre J. Sibert, Group General Manager for AHG.

The day started with a speech by YBHG Tuan Abdul Wahab Samsuddin, Yang Dipertua Majlis Perbandaran Port Dickson and a speech by Andre J. Sibert. Guests were then treated for breakfast before setting out on the arduous task of cleaning a 1km beach frontage area. Everyone put on the environment friendly T- shirts provided by the group and started work cleaning the beach. Members of the Majlis Perbandaran Port Dickson, members of the media, Pusat Kebajikan Kanak-kanak (RHEMA) and New Life Care Centre took a stand in the sand when they joined efforts in cleaning the beach frontage.

“Take a Stand in the Sand” is an effort that leads to individuals participating in a community service project that would positively impact the people, their community and the environment, which are the pillars that comprise the firm's corporate responsibility strategy.

This employee-driven volunteer activity was successful in bringing out 100 people, including children to demonstrate the impact that one person can make. It also helped drive behavioural change by showing people that making different personal choices – like cleaning up a beach or picking up the thrash – can lead to a cleaner healthier environment.



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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.