PRESS RELEASE

**Anantara Peace Haven Tangalle Resort Launches a Marine Turtle Conservation and Enhancement Project**

**Sri Lanka, May 2017**: In line with Anantara Hotels, Resorts & Spas’ philosophy that environmental responsibility begins at home, Anantara Peace Haven Tangalle Resort in Sri Lanka has joined forces with the International Union for Conservation of Nature (IUCN). The collaboration, which officially launched earlier this month, is set to implement methods to protect and conserve the globally threatened marine turtles.

The project will work to enhance conservation of the various species of marine turtles that visit the beach at Anantara Tangalle and will extend to over 100 kilometres of surrounding coastline. Additionally it will recreate a conducive healthy coastal habitat within the resort premises by improving the physical landscape with environmentally acceptable interventions that will also attract native coastal species. Lastly the project aims to raise awareness of marine turtle conservation among the hotels guests, its staff and the local community with the construction of an ecological education and visitor centre.

The conservation project is funded by the Anantara “Dollars for Deeds” programme, which engages guests in the spirit of giving back and matches each guest’s donation dollar for dollar to raise funds for worthy causes. By choosing to donate USD 1 per night, Anantara guests not only enjoy a luxurious stay, rich in discovery, but take away wonderful memories of their experiences knowing that they made a positive difference to the local environment and community.

*“We are delighted to have this incredible opportunity to work closely with IUCN to kick start this milestone conservation project. Out of the seven species of marine turtles recorded around the world, five visit the shores of Sri Lanka for the purpose of reproducing. With our resort beach being a prime nesting ground for the turtles, we are in a fortunate position to have the ability to support these endangered turtles by all possible means and also to have the chance to educate our guests, team members and the local community about our conservation efforts,”* comments Ross Sanders, General Manager of Anantara Tangalle. Dr. Ananda Mallawatantri, Country Representative, IUCN highlights, *“while providing local and global conservation benefits, this project will serve as a model to enhance Sri Lanka’s nature, culture and heritage based tourism potential.”*

Anantara Peace Haven Tangalle Resort offers guests a unique resort experience in Sri Lanka. Located on the island’s southern coastline, the resort is set on a secluded stretch of beach amidst a 21-acre coconut plantation. Each of the 120 guest rooms and 32 private pool villas exude serenity and the spacious interiors blend comfortable luxury with modern amenities.

**Editor’s Notes:**

Anantara is a luxury hospitality brand for modern travellers, connecting them to genuine places, people and stories through personal experiences, and providing heartfelt hospitality in the world’s most exciting destinations. The collection of distinct, thoughtfully designed luxury hotels and resorts provides a window through which to journey into invigorating new territory, curating personal travel experiences.

From cosmopolitan cities to desert sands to lush islands, Anantara connects travellers to the indigenous, grounds them in authentic luxury, and hosts them with passionate expertise. The portfolio currently boasts over 35 stunning properties located in Thailand, the Maldives, Indonesia, Vietnam, China, Cambodia, Sri Lanka, Mozambique, Zambia, the UAE, Qatar, Oman and Portugal, with a pipeline of future properties across Asia, the Indian Ocean, Middle East and Africa.

For more information on Anantara Hotels, Resorts & Spas, please visit [www.anantara.com](http://www.anantara.com).

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**About Global Hotel Alliance**:

Global Hotel Alliance (GHA) is the world’s largest alliance of independent hotel brands, bringing together 35 brands with 550 hotels in 76 countries. GHA uses a shared technology platform to drive incremental revenues and create cost savings for its member brands. GHA’s award-winning loyalty programme, DISCOVERY, provides nearly 10 million members exclusive opportunities to immerse themselves in local culture wherever they travel. For more information, visit [gha.com](http://www.gha.com/)

**About International Union for Conversation of Nature (IUCN)**

IUCN is a membership Union uniquely composed of both government and civil society organisations. It provides public, private and non-governmental organisations with the knowledge and tools that enable human progress, economic development and nature conservation to take place together.

Created in 1948, IUCN has evolved into the world’s largest and most diverse environmental network. It harnesses the experience, resources and reach of its more than 1,300 Member organisations and the input of some 16,000 experts. IUCN is the global authority on the status of the natural world and the measures needed to safeguard it. Our experts are organised into six commissions dedicated to species survival, environmental law, protected areas, social and economic policy, ecosystem management, and education and communication.

The Member organisations are represented by the IUCN Council – the governing body. Headquartered in Switzerland, IUCN Secretariat comprises around 950 staff in more than 50 countries.

IUCN has been working in Sri Lanka since 1988,

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