



**For Immediate Release**

**Ulusaba's charity arm Pride 'n Purpose is nominated as a finalist in the 2011 Tourism for Tomorrow Awards**

14<sup>th</sup> February 2011 - [Virgin Limited Edition](#) is thrilled to announce that Pride 'n Purpose – Ulusaba Private Game Reserve's charitable arm, committed to helping disadvantaged communities living adjacent to the reserve, has been selected as one of the three finalists in the 'Community Benefit Category' for a '2011 Tourism for Tomorrow Award'.

The winner of the 'Community Benefit Category' will be announced at the 2011 Tourism for Tomorrow Awards Ceremony which will take place on the 17<sup>th</sup> May 2011 in Las Vegas, USA, as part of the 11<sup>th</sup> Global Travel & Tourism Summit from 17-19 May.

Lindsay Hanekom, Pride 'n Purpose Manager at Ulusaba, commented: 'This is very exciting news and we are honoured to be nominated for such a prestigious award; to be one of the three finalists is fantastic.

"We feel blessed that our efforts to create sustainable economic development in our beautiful country and for our people are being recognised. We're very grateful for the positive exposure this opportunity brings our work and we look forward to continuing our efforts in the future."

Pride 'n Purpose's work is achieved both through the provision of basic needs, such as access to food, water and health services, and by empowering communities with sustainable development initiatives. Over 35,000 people across six communities benefit from Pride 'n Purpose.

While staying at Ulusaba, guests can go on a variety of community tours with all proceeds donated to the local community. Pride 'n Purpose is jointly funded by Virgin Limited Edition and Virgin Unite (Virgin Group's charitable arm). For the latest news, and details on upcoming community projects, visit our online [Pride 'n Purpose blog](#) or [Facebook](#) page.

***For further information, please contact:***

Charlotte Tidball [charlotte.tidball@virginlimitededition.com](mailto:charlotte.tidball@virginlimitededition.com)

Tel: +44 (0)20 8600 0468

**Notes to Editors:**

*Virgin Limited Edition is an award-winning collection of unique retreats, chosen for their beautiful locations and magnificent surroundings; each offers a sense of fun, style, luxury and exceptional personal service. The group includes Necker Island in the Caribbean's British Virgin Islands, Ulusaba Private Game Reserve in South Africa, The Roof Gardens and Babylon Restaurant in London; Kasbah Tamadot in Morocco, The Lodge in Verbier, Necker Belle, a 105 foot luxury catamaran and Necker Nymph, a three man aero submarine.*

*Virgin Limited Edition aims to make a credible contribution towards creating a sustainable economy and to meet or exceed the expectations of our customers and stakeholders.*

For bookings please call 0800 716 919 (toll free) or +44 (0) 208 600 0430  
alternatively visit [www.virginlimitededition.com](http://www.virginlimitededition.com) for more details.