



**ULUSABA PRIVATE GAME RESERVE  
NAMED MOST SOCIALLY RESPONSIBLE HOTEL BY VIRTUOSO & *VIRTUOSO LIFE***

**September, 2008.** Leading luxury travel network Virtuoso has awarded Ulusaba, Sir Richard Branson's Private Game Reserve in South Africa, a prestigious Best of the Best Award in the category of **Most Socially Responsible**. The Award recognises a hotel dedicated to making a difference through innovative local or global programs that make the world a better place to live. Ulusaba was awarded this accolade in recognition of the work undertaken by its charitable arm, Pride 'n Purpose and the innovative way in which Ulusaba's guests can get involved with the local community and make a difference.

Working on a non-profit basis, jointly funded by Virgin Limited Edition and Virgin Unite (Virgin Group's charitable arm), Pride 'n Purpose, is committed to the upliftment of disadvantaged communities living adjacent to the reserve. 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.

Ulusaba recognised their guests want to make a difference too; both financially – with 100 per cent of all guest donations going directly to Pride 'n Purpose projects – but also in a more hands on way. While staying at Ulusaba, guests can take a 'Tour of the Justicia Village' or a 'Day in the Life' Village Tour, with all proceeds donated to the local community. Guests taking part in the 'Day in the Life' Village Tour have the unique opportunity to accompany a Pride 'n Purpose representative on a tailor-made tour of local projects and, if they wish, actually lend a helping hand to these projects during their stay.

Lindsay Tite, Pride 'n Purpose Manager, said: "we are delighted to receive such an accolade for the work that we and our guests are doing through Pride 'n Purpose. We find our guests increasingly like to spend a proportion of their stay getting involved with our projects in the local community. Whether renovating local crèches, delivering food

parcels and winter clothing or kitting out the local football team, our guests can and do make a real difference to the lives of those in the local community”.

For more information on Pride ‘n Purpose visit: [www.ulusaba.com/pnp](http://www.ulusaba.com/pnp)

#### **About the VIRTUOSO & VIRTUOSO LIFE Awards**

The Best of the Best Awards, presented solely to the cream of the crop among the world’s finest hotels, were revealed on August 20, 2008, during Virtuoso’s 20<sup>th</sup> annual Travel Mart, held August 17-22 at the Bellagio in Las Vegas. *VIRTUOSO LIFE* editors collaborated with Virtuoso’s member travel advisors to select hotel nominees representing the pinnacle of service, design, and luxury in the industry. The 10 award categories ranged from architecture and design to leading concierges.

#### **About Ulusaba Private Game Reserve**

Owned by Sir Richard Branson, Ulusaba Private Game Reserve is set in the western sector of the Sabi Sand Game Reserve bordering Kruger National Park. Ulusaba is part of Virgin Limited Edition, Sir Richard Branson’s unique, award winning collection of retreats. The collection includes Necker Island in the Caribbean’s British Virgin Islands, The Lodge in Verbier, Sa Terra Rotja in Mallorca; The Roof Gardens and Babylon Restaurant in London; Kasbah Tamadot in Morocco and a luxury catamaran. For more information, please visit [www.virginlimitededition.com](http://www.virginlimitededition.com).

#### **About Virtuoso**

Virtuoso is a by-invitation-only organization comprising over 300 agencies with more than 6,000 elite travel specialists in 22 countries in North and South America, the Caribbean, Australia and New Zealand, as well as over 1,000 of the world’s best travel providers and premier destinations. Independent travel agencies receive sales, marketing and technology support, as well as exclusive services and products, as a result of their membership in Virtuoso. The network’s member agencies generate over \$5.1 billion annually in travel sales, making the group the most powerful in the luxury travel segment. Their relationships with the finest travel companies provide the network’s affluent clientele with exclusive amenities, rare experiences and privileged access.

Virtuoso is the exclusive network of travel related services and benefits provided by MasterCard to World Elite® MasterCard® cardholders. For more information, please visit [www.virtuoso.com](http://www.virtuoso.com).

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