



For Immediate Release

It's Not All About Game Drives at Ulusaba this September...

14 August 2009 - [Ulusaba](#), Sir Richard Branson's private game reserve in South Africa, joins Food and Trees for Africa (FTFA) to celebrate 'Arbor Month' for the entire month of September 2009. In efforts to further enrich a guest's experience and in line with their commitment to social responsibility, Pride n' Purpose, Ulusaba's charitable arm, will invite guests to buy and help plant a fruit tree in over 400 households located within the local village of Dumphries. A noble activity following a morning game drive and a great way to meet the locals!

For just R300 per person, a family will be provided a fruit tree that will last a lifetime! Once a tree has been planted, Ulusaba will happily update those involved on the progress of the tree and the family. If there isn't time to plant a tree, one can be planted on a guest's behalf for only R80.

The goal for this month is to improve the quality of life and create sustainable settlements by giving low-income communities fruit or indigenous trees to plant at their homes in South Africa. Trees still supply the basic elements of life – oxygen, water vapour, food, shelter and fuel and are an efficient way to offset carbon emissions that contribute to global warming.

At Ulusaba, the guest experience goes beyond the adventures of the bush and into the lives of the surrounding communities.

For further information, please contact:

Molly Cangemi molly.cangemi@virginlimitededition.com

Charlotte Tidball charlotte.tidball@virginlimitededition.com

Tel: +44 (0)20 8600 0469/0468

Notes to Editors:

*R300 per person includes transport to the village, the tree, training to plant the tree, equipment needed & cold beverages.

Virgin Limited Edition is a collection of unique retreats chosen for their stunning locations, magnificent surroundings and offering 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, Sa Terra Rotja in Mallorca; The Roof Gardens and Babylon Restaurant in London; Kasbah Tamadot in Morocco and The Lodge in Verbier.

For bookings please call 0800 716 919 (toll free) or +44 (0) 208 600 0430 alternatively visit www.virginlimitededition.com or www.ulusaba.virgin.com for more details.