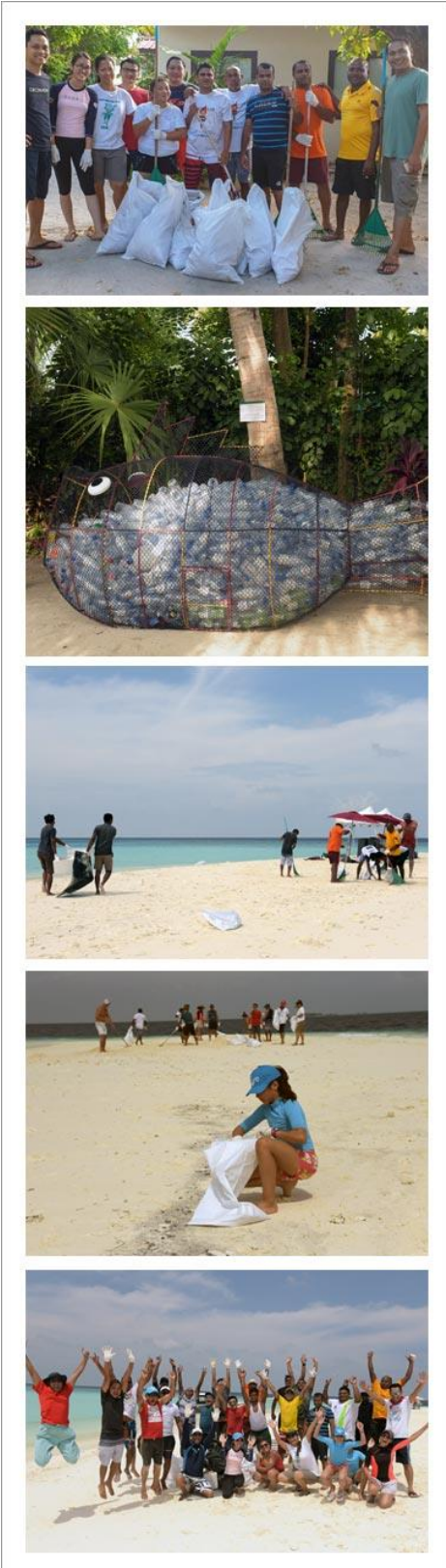


Earth Day at Kurumba Maldives 2019



Forty nine years ago, on 22nd April 1970, millions of Americans took to the streets to protest against the deterioration of the environment. Today, 22nd April has become an annual event which is celebrated by more than a billion people around the world including guests and team members of Kurumba Maldives.

In honour of this special day, many activities were held on the island to raise awareness about the dangers of plastic pollution and to protect endangered species. "When we come together, the impact can be monumental"- a call to action from Earth Day Network had brought to everyone's attention resulting in the significant number of participants taking part in different activities throughout the day.

Earth Day at Kurumba Maldives began with a clean-up activity around beach and lagoon areas from early morning, followed by a trip to clean up trash in a remote sandbank nearby. Later in the evening, a reef clean-up activity was also organized by Euro Divers for certified divers to participate in. A huge amount of trash mainly plastics were collected during these activities alerting everyone about the major environmental issue which we are facing: plastic pollution in the ocean.

While across the globe, people are looking for ways to give back to the environment in which they live, at Kurumba Maldives, we also had our ways to celebrate a responsible act of green. Tree planting activity was held with the participation of many guests from all ages. A special Mystery of Kurumba tour was conducted, educating guests in the effective recycling process at the back of our house.

The highlight of Earth Day this year at Kurumba was the launch of our "Fish-bins". In the shape of fishes, these four wire art sculptures were individually hand crafted with an aim to use art as a call to action. Each of these fish sculptures has its own name and story and was filled with plastic bottles to symbolize the threats of plastics to the ocean and its marine life.

The event ended with an urge to everyone who cares about the future of our planet to adopt new behaviours and habits that benefit our planet, and to ensure that those actions become part of our daily routine.

ABOUT KURUMBA MALDIVES

Kurumba was the very first private island resort in the Maldives when it opened its doors in 1972 in the Indian Ocean archipelago of the Maldives, celebrates its 47th Anniversary this year. Opened by four young Maldivians on an uninhabited coconut plantation island in October 1972, Kurumba marked the beginning of the tourist industry in the country. At that time, Maldives was isolated with no contact with the outside world except by ham radio, no telephones, mains electricity or water, few vehicles and no paved roads, and only a small airstrip built by volunteers.



Kurumba began with 30 huts built of coral and thatched with coconut leaves; the first guests were barefoot backpackers in search of sand, sea and sun. The Maldivian hosts prepared meals informally. Today the resort is still Maldivian owned and managed. About 1,000 tourists visited the island in 1972; in 2018 1.4 million tourists stayed in over 117 resorts through the Maldives.

Kurumba Maldives is set on a tropical island in the North Male' Atoll, conveniently situated a brief 10-minute speedboat ride from the airport. It draws on its proud history, charismatic personality and heartfelt service, to offer compelling and diverse experiences amidst a stunning island setting.

The resort offers an array of eight styles of accommodation, ranging from comfortable Superior rooms to the spacious Royal Residence, spread among the island's lush tropical gardens with easy access to the beach. With eight different restaurants, three bars and one shisha lounge to choose from, Kurumba Maldives will charm you with its unparalleled choice of dining experience and a wide range of recreation activities and entertainment. All while maintaining idyllic spaces of relaxation to create the perfect balance for a holiday in paradise, perfect for honeymooners and families alike.

Kurumba Maldives ... Maldives in Full Colours.

ENDS

For further information, please contact salesandmarketing@kurumba.com or one of our PR agencies listed below.

- Click [here](#) to watch the *Kurumba In Full Colour* branding video.
- New images are available on: www.universalmagesonline.com/kurumbamaldives

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