

For Immediate Release
December 2012

Hansar Samui's CSR Christmas Tree to Raise Funds for the Less Fortunate



As part of its monthly corporate social responsibility program, Hansar Samui's unique Thai themed Christmas will raise money for the less fortunate. The tree is made up of delightful satin hand-made elephant toys in different designs and colors, which come in three sizes.

The toys make ideal Christmas gifts or souvenirs for guests and visitors as a symbol of Thailand. Available in small, medium and large, the elephants are priced at B400, B500 and B700 respectively. The total proceeds will be donated to help fund education projects for children in southern Thailand, in keeping with Hansar's belief that children are the key success of every nation.

Hansar Samui has a strong CSR concept and philosophy and each month holds a different activity to help the less fortunate, where guests can participate and support local culture and people through customised community-based activities such as educational support and mentoring programs. One-off contributions and longer-term sponsorships may also be facilitated via Hansar Hotels' links with International NGOs and local aid organisations.

Hansar's CSR projects are created at the grass-roots level of the community, enabling them to make a direct contribution to those in need. Guests who donate money receive an update as proof that the money was correctly donated. Hansar actively supports and encourages the interaction of guests with the neighbouring environment. Guests are invited to connect with local Thai families daily life in a dignified and respectful way and in a manner which fosters cross- cultural understanding and tourism sensitivity.

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