



Charity event to raise awareness of endangered species

Verve Public Relations, October 05, 2005

URL: <http://www.pr9.net/society/philanthropy/2682october.html>

Leading Milton Keynes restaurant and live music venue, Spice Lounge, has joined forces with Woburn Safari Park to support its 'Project Raja' campaign designed to help halt the plight of the Asian elephant – an endangered species.

PR9.NET October 05, 2005 - To mark the launch of this campaign, Spice Lounge has hosted a fund raising evening with Asian culture and entertainment on Monday 15th August. The ticket-only event was limited to just 350 places (£15 per head) but for those that attend, it was a night to remember with all proceeds going to Woburn Safari Park's new venture.

Woburn is building a conservation and breeding facility, which will become the largest Asian elephant conservation programme in Europe. The total cost of this vision is just under £7 million. Although there is a long way to go before the grand total is achieved, those showing their support have helped the region's most ambitious endangered species conversation project this century.

On Monday 15th August, guests were greeted on arrival at the Spice Lounge and given exclusive access to all public areas of the venue. The lounge area was dressed in an Asian theme including huge drapes flowing from the balcony, giant cushions and beanbags for guests to relax on and make the place their own. Staff was dressed in traditional Indian attire and courteously attended to guests' needs. Upstairs in the restaurant area a traditional Indian buffet was available throughout the course of the evening for all guests – both meat and vegetarian dishes were on offer.

A short speech from Woburn's chief executive, Chris Webster, informed guests where and how their money will be used and a film commissioned especially for 'Project Raja' was shown to give further information about the plight of the Asian elephant, now an endangered species.

There also was the opportunity to bid for a number of fabulous items that were generously donated from local companies including Daimler Chrysler, City Limits, Woburn Safari Park, Crystal Chain, Holiday Inn and Snozone.

Anfor Farooque, managing director at Spice Lounge said: "We are delighted to be able to help Woburn with their exciting and worthy project. I was shocked to learn how serious the threat is to the survival of Asian elephants and I think it's crucial that people act now to ensure they are around for many generations to come."

For more information, please contact account manager Leigh Strathearn on 01908 275271.

###

About Verve Public Relations

Verve Public Relations was founded in December 1993 as CJP Public Relations, although our roots go back to 1986 when we provided public relations services to the film and entertainment industries. Since then we've built a broad client base handling every type of PR activity. In late 1998, we relocated from London to Milton Keynes and in 2004, on our tenth anniversary, we changed our name to Verve Public Relations.

Phone: 44(0)1908 275271
Website: <http://www.vervepr.co.uk>
E-Mail: L.Strathearn@vervepr.co.uk
Address: Park House
8 Grove Ash
Mount Farm
Milton Keynes
MK1 1BZ
UK