

## **Sterling Holiday Resorts Celebrates 'World Sparrow Day'**

**March 22, 2018:** Sterling Holiday Resorts (India) Limited, India's leading Leisure Hospitality and Vacation Ownership company, celebrated 'World Sparrow Day' at its resorts on March 20, 2018 in an effort to create an awareness about the declining population of sparrows amongst its guests.

As part of the celebrations, Sterling Resorts organised interactive sessions with puzzles and quizzes based on the sparrow. The celebrations witnessed a good response especially among children and their families. Winners were awarded with prizes and participants were served refreshments at the events.

The celebrations were in line with Sterling's '**Save the Sparrow**' initiative which was launched in 2015.

According to estimates, sparrows have had a symbiotic relationship with humans from the past 10,000 years. However in the past couple of decades, the population of sparrow has witnessed a significant decline across the world due to reasons such as changes in habitat, increase in noise and air pollution in urban regions, rise in the electromagnetic radiations from cell phone towers and the depleting rate of biodiversity.

Speaking on the occasion, Mr. Ramesh Ramanathan, Managing Director of Sterling Holiday Resorts said, "The celebrations were aimed at raising environmental consciousness among children and their families. It was great to see such an enthusiastic response from our guests, especially children."

He added, "We will continue to support the cause through our Save the Sparrow Initiative as we are keen to make a difference and help save the sparrow from extinction."

**For more information log onto [www.savethesparrow.com](http://www.savethesparrow.com)**



### **About Sterling Holiday Resorts (India) Limited**

Sterling Holiday Resorts Limited is a leading leisure hospitality company in India which has been delivering great holidays to Indians since 1986. The company pioneered Vacation Ownership in India and has a network of resorts at some of the best holiday destinations in India. Currently, Sterling has 33 resorts located in Agra, Anaikatti, Corbett, Dabhosa, Daman, Darjeeling, Dindi, Dharamshala, Durshet, Gangtok, Goa, Kanha, Karwar, Kodaikanal, Kufri, Kundalika, Lonavala, Manali, Munnar, Mussoorie, Nainital, Ooty, Puri, Sajjan, Sariska, Shirdi, Thekkady, Wayanad, Yelagiri and Yercaud. The company also has 14 additional sites where it plans to add new resorts in the coming years. Sterling Holidays also owns 'Nature Trails Resorts Private Limited' - an adventure holiday company that operates resorts at four unique destinations in Maharashtra.

Sterling Holiday Resorts Limited is a 100% independently managed subsidiary of Thomas Cook (India) Limited (TCIL), India's leading integrated travel and travel related financial services company. TCIL is a part of Fairfax Financial Holdings Limited, a \$43 billion global investment and insurance holding company, headquartered in Toronto, Canada.

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