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### STERLING HOLIDAY RESORTS CELEBRATES 'WORLD SPARROW DAY'



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 organized 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."