



For Immediate Release

Ulusaba helps to raise money for charity during 'Arbor Month'

26 August 2011 – At [Ulusaba](#), Sir Richard Branson's private game reserve in South Africa, the guest experience goes beyond the adventures of the bush and into the lives of the surrounding communities. This year Ulusaba will join forces with 'Reel Gardening' to celebrate 'Arbor Month' for the entire month of September 2011.

The goal for Arbor month is to improve the quality of life and create sustainable settlements by giving low-income communities vegetables at their homes in South Africa.

In efforts to further enrich a guest's experience and in line with Ulusaba's commitment to social responsibility, Pride 'n Purpose, Ulusaba's charitable arm, will this year provide guests with the opportunity to purchase a 'soup garden' for families in the local villages. The 'soup garden' is a box containing pre-fertilized seeds that simply need planting, regularly watered and six weeks later will provide vegetables to make a healthy soup consisting of carrots, onions, cabbages, spinach and beans.

Guests will have the option to purchase individual vegetables and herb strips to add to the 'soup garden' and get their hands dirty by helping with the planting if they wish!

'Reel Gardening' has developed many products to enable and empower communities to implement their own sustainable food projects throughout South Africa to help alleviate food shortages and promote self-sustaining communities.

For further information, please contact:

Charlotte Tidball charlotte.tidball@virginlimitededition.com

Tel: +44 (0)20 8600 0468

Notes to Editors:

Virgin Limited Edition is an award-winning collection of unique retreats, chosen for their beautiful locations and magnificent surroundings; each offers a sense of

fun, style, luxury and exceptional personal service. The group includes Necker Island in the Caribbean's British Virgin Islands, Ulusaba Private Game Reserve in South Africa, The Roof Gardens and Babylon Restaurant in London; Kasbah Tamadot in Morocco, The Lodge in Verbier, Necker Belle, a 105 foot luxury catamaran and Necker Nymph, a three man aero submarine.

Virgin Limited Edition aims to make a credible contribution towards creating a sustainable economy and to meet or exceed the expectations of our customers and stakeholders.

For bookings please call 0800 716 919 (toll free) or +44 (0) 208 600 0430 alternatively visit www.virginlimitededition.com for more details.