

HOLLYWOOD ACTOR SUPPORTS LOCAL COMMUNITIES SURROUNDING ULUSABA



September 2007. Finding time out of a hectic schedule to embark on a father-son bonding trip was hard, so when the opportunity arose, Virgin Limited Edition arranged for Christian Slater and his 8 year old son Jaden to enjoy an experience of a life time at Ulusaba, Sir Richard Branson's Private Game Reserve in South Africa.

In between their games in search of the Big 5, the star of True Romance spent a fascinating afternoon gaining insight into modern Shangaan life during a Community Tour of nearby Justicia village.

Having experienced first hand the community tour and learnt about all the charitable initiatives Ulusaba supports, Christian kindly offered this home video of his safari experience to be sold to raise money to help Ulusaba with their efforts. Christian declined any payment and requested all proceeds of this film go to the charities supported by Ulusaba.

'Our Safari Diary' which captures fun footage of Christians and Jaden's personal experience of Ulusaba, is being sold for £10 where proceeds go to help the local communities surrounding Ulusaba through the 'Pride 'n Purpose' Community project.

At least 70% the purchase price will go to help the communities featured in the film (the remainder will cover postage) and where possible Virgin Limited Edition hopes and aims to achieve more. In total, Virgin Limited Edition hopes raise £50,000 for this worthy cause.

Pride 'n Purpose is a non-profitable organisation whose main objective is to assist financially with the provision of basic needs from drinking water and home

based health care to helping the rural communities by teaching them the necessary skills to achieve sustainability. **Pride 'n Purpose** is just one of the numerous charities and projects in South Africa also supported by Virgin Unite - the independent charitable arm of the Virgin Group, fully funded and supported by Sir Richard Branson and all Virgin Companies and staff.

Virgin Unite is working with Virgin Limited Edition and Ulusaba to develop methods to provide ways to give back something to the communities in which they operate and, in doing so, enable the local people to help themselves.

Note to Editors:

The DVD can be purchased from Virgin Limited Edition's UK Head Office by calling + 44 (0) 208 600 0430 or via email enquiries@virginlimitededition.com. Payment can be made by cash, card or cheque payable to: "Christian Slater "Our Safari Diary" charity DVD".

For bookings please call 0800 716 919 or visit www.virgin.com/limitededition for more details.

For more details on 'Pride 'n Purpose' please visit www.virgin.com/ulusaba

For more details on Virgin Unite please visit www.virginunite.co.uk

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For further press information please contact:

Alex Dehnert - Halpern 020 7349 2513 alex@halpern.co.uk

Hannah Burden – Halpern 020 7349 2512 hannah@halpern.co.uk

"Virgin Limited Edition" 1. **noun**. mountain retreat, game reserve, hotels, island, lodge, restaurant, club, collection; 2. **adj**. Virginal – belonging to the Virgin Group; Sir Richard Branson

Virgin Limited Edition is a portfolio of unique retreats chosen for their stunning locations, magnificent surroundings and offering 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, Sa Terra Rotja in Mallorca; The Roof Gardens and Babylon Restaurant in London; Kasbah Tamadot in Morocco, a luxury catamaran and The Lodge, Verbier opening January 2008.