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PRESS RELEASE : Reethi Raajje' Campaign



The Maldives Association of Tourism Industry (MATI) has launched a 1-year-long nationwide awareness-raising campaign under the theme **Reethi Raajje** - **مروج مریح**. The campaign is a call to action against littering and to embrace responsible and sustainable waste disposal practices, both on an individual and collective level. Furthermore, the campaign aims to shine a light on the importance of maintaining the Maldives' renowned pristine and picturesque beauty, which is vital to ensuring the sustainability of not just the tourism industry, but our nation as a whole.

The kickoff event was held on the **24th October 2024, at Artificial Beach**, in collaboration with Parley Maldives. This event was targeted at and engaged school students through various educational activities centred around environmental conservation. Activities included **Microplastic Collection, Ocean Trivia**, and more, all designed to inform and inspire the younger generation about responsible environmental stewardship.

MATI, together with Parley Maldives has planned to take this campaign to each and every atoll of the Maldives (calendar listed below) with the last leg ending in Kaafu Atoll.

#	Zone	Date
1	Artificial Beach, Male' (Kick-off)	24th October 2024
2	Addu City and Fuvahmulah City	24th November (Addu) + 27th Nov 2024 (Fuvahmulah)
3	Gaafu Alif Atoll and Gaafu Dhaalu Atoll	December 2024
4	Laamu Atoll	January 2025
5	Faafu Atoll, Dhaalu Atoll and Thaa Atoll	February 2025
6	Vaavu Atoll and Meemu Atoll	March 2025
7	Alif Alif Atoll and Alif Dhaalu Atoll	April 2025
8	Raa Atoll and Baa Atoll	May 2025
9	Haa Alif Atoll and Haa Dhaalu Atoll	June 2025
11	Shaviyani Atoll and Noonu Atoll	July 2025
12	Lhaviyani Atoll	August 2025
13	Kaafu Atoll	September 2025

END.