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PRESS RELEASE : Reethi Raajje Campaign Concludes Successful Events in Addu and Fuvahmulah



The Maldives Association of Tourism Industry (MATI), in collaboration with Parley Maldives, held two significant events as part of the **Reethi Raajje** - **ދިވެހި ރާއްޖެ** campaign. Focused on environmental sustainability and cultural preservation, these events in Addu City and Fuvahmulah City engaged communities and schools through various educational and hands-on activities.

The Addu City event on November 24, 2024, at Addu Nature Park brought together students, youth volunteers, and NGOs such as Project Thimaaveshi and Veshisaafu. Key activities included environmental education, ocean trivia, and discussions on local efforts like tree replanting and community cleanups. A cleanup initiative was carried out in the Funa Vavu area on November 25, with active participation from Veshisaafu, volunteers, and community members.

Similarly, the Fuvahmulah event on November 27, 2024, at the Youth Centre involved school students, City Council volunteers, and NGOs like Women in Fuvahmulah (WIF) and Miyaru.org. Activities included interactive learning, discussions on marine conservation, and highlighting the ecological and cultural landmarks of the city, such as Gan Miskiyy and Thundi Beach.

Both events underscored the campaign's mission to inspire environmental stewardship through community-driven action and intergenerational learning, strengthening the Maldives' commitment to a sustainable future. The next stop for the **Reethi Raajje** campaign will be in Laamu Atoll, continuing the nationwide journey toward sustainability and cultural preservation.

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