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PRESS RELEASE : Reethi Raajje Campaign Wraps Up Successful Initiatives in Laamu Atoll



The Maldives Association of Tourism Industry (MATI), in collaboration with Parley Maldives, hosted a series of events in Laamu Atoll as part of the Reethi Raajje - *ދިވެހި ރާއްޖެ* campaign. With the support of the L. Atoll Council, Gan Council, and Hamad School, the campaign continued its mission of environmental sustainability and cultural preservation through engaging activities and community collaboration.

The main event took place on 15th December 2024 at Hamad School, in collaboration with Parley Maldives, with active participation from students in Gan and Fonadhoo area. Climate Guardians from UNICEF Maldives played a key role in conducting these interactive activities and inspiring the younger generation to take meaningful steps toward climate action.

On 14th December 2024, Reethi Raajje joined forces with UNICEF and Climate Guardians for a cleanup event along the longest beach stretch in the atoll. Over 170 kg of waste was removed, underscoring the importance of collective efforts to maintain the natural beauty of the Maldives.

As part of the campaign's documentary initiative, the team visited significant cultural and historical landmarks, including Bodu Fengandu in Gan and mosques in Fonadhoo, Isdhoo, Kalaidhoo, and Maabaidhoo. These efforts aim to document and celebrate the heritage of the Maldives while raising awareness of the need for environmental preservation.

The Reethi Raajje campaign's Laamu Atoll events exemplify its dedication to fostering environmental stewardship and cultural preservation through community-driven action. The campaign will continue its journey across the Maldives, inspiring generations to work together for a sustainable and vibrant future.

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