Sri Lanka Tourism Promotion Bureau to support Lanka Challenge

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Sri Lanka Tourism Promotion Bureau's (SLTPB) Middle East office has announced official support for the forthcoming Lanka Challenge, a ten-day charity adventure rickshaw race taking place in Sri Lanka during September. Lanka Challenge 09 will see adventurous travellers from around the world navigate through the beautiful terrains of Sri Lanka from 5th to 15th September 2009, in an auto rickshaw.

Ms Heba Al Ghais Al Mansoori, Middle East Director of SLTPB, said: 'Such sporting events help in generating global media exposure for Sri Lanka and SLTPB seeks to successfully capitalize on this heightened international awareness of the island nation in the post-conflict era to publicize the country's top class hospitality industry and sporting attractions.' 'Sri Lanka's first-class sporting facilities and ideal year-round weather make it an ideal destination for an action-packed holiday. The variety of sports on offer varies from deep-sea fishing to river rafting and from golf to cricket,' remarked Ms. Al Mansoori. The Lanka Challenge is organized by Large Minority and endorsed and supported by the Ministry of Tourism and Sri Lanka Tourism Promotion Bureau in partnership with Let's Travel Lanka (Pvt) Ltd. The ten-day charity rickshaw race, will give teams of two or three a close up and personal experience of some of the most fascinating historical sites and natural delights of the spice island, while raising money for local and international charities. Julian Carnall and Juan Paredes, both partners of Large Minority who conceived and are organising the event, said, 'The Lanka Challenge is an adventure race with a charity element to it, targeting international participants. Through our event we intend to promote tourism, help the local community and improve the country's international image. This is the perfect time to present the new face of Sri Lanka, and to give something back to the people. It is a country that we both admire very much.' The Lanka Challenge team has partnered with charities based in Sri Lanka as well as the Red Cross Foundation. A total of 10 per cent of each team's entry fee will be split evenly between the two main partner charities. Regardless of whether it's excitement or relaxation that you crave, Sri Lanka's rich cultural heritage and history is sure to captivate and charm visitors as evidenced by countless travellers who have visited throughout the ages. The island is only four hours flying time from the Gulf and travelling there is easy with several international flights connecting to Colombo Airport. Courtesy: ameinfo.com