# Kurumba

### FOR IMMEDIATE RELEASE

### **Kurumba Maldives Celebrates Eid Al Adha**











Eid al-Adha or "Festival of Sacrifice" is one of the most important religious holidays in the Islamic calendar, and is celebrated worldwide by Muslims to mark the end of Hajj, the annual Islamic pilgrimage to Mecca. Celebrated in its own unique way, Eid al-Adha in the Maldives is not only a festival of prayer and feasting but also a carnival of colors, music and joy.

This year, the celebration of Eid al-Adha at Kurumba Maldives, was filled with joy, excitement and laughter; with our beloved guests being invited to join the many 'Traditional activities' held throughout the day.

If joy, color and music took over the main and local islands of Maldives; it so well did at the tropical island of Kurumba. Dressed up in colorful 'Traditional costumes' with smiles on their faces, our staff took a parade around the island, bringing happiness and harmony to guests wherever they stopped by.

'Koadi' and 'Bodu Mas' were the main highlights of the event. Derived from ancient folklores passed down from generation to generation, these two traditional festivities showed guests the true colors of the Maldives, giving them a real and unique experience of Eid.

A day full of activities hence will not end with less excitement. With the participation of our beloved guests and ourteam members at 'The Eid Ufaa Show', surely remarked an unforgettable and successful event to remember as precious memories.

For more information about upcoming events in Kurumba Maldives, please check  $\underline{\text{www.kurumba.com/maldives-event-calendar}}$ 

For more information on Kurumba Maldives' CSR program, which includes environment initiatives, please check <a href="https://www.kurumba.com/maldives-csr-activities">www.kurumba.com/maldives-csr-activities</a>

### **ABOUT KURUMBA MALDIVES**

Kurumba was the very first private island resort in the Maldives when it opened its doors in 1972 in the Indian Ocean archipelago of the Maldives, celebrates its 45th Anniversary this year.

Opened by four young Maldivians on an uninhabited coconut plantation island in October 1972, Kurumba marked the beginning of the tourist industry in the country. At that time, the Maldives was isolated with no contact with the outside world except by ham radio, no telephones, mains electricity or water, few vehicles and no paved roads, and only a small airstrip built by volunteers.

Kurumba began with 30 huts built of coral and thatched with coconut leaves; the first guests were barefoot backpackers in search of sand, sea and sun. The Maldivian hosts prepared meals informally.













Today the resort is still Maldivian owned and managed. About 1,000 tourists visited the island in 1972; in 2016 1.4 million tourists stayed in over 117 resorts through the Maldives.

Kurumba Maldives is set on a tropical island in the North Male' Atoll, conveniently situated a brief 10-minute speedboat ride from the airport.

Kurumba draws on its proud history, charismatic personality and heartfelt service, to offer compelling and diverse experiences amidst a stunning island setting.

Our <u>Maldives resort</u> offers an array of eight styles of accommodation, ranging from comfortable Superior rooms to the spacious Royal Residence, spread among the island's lush tropical gardens with easy access to the beach. With eight different restaurants and four bars to choose from.

Kurumba Maldives will charm you with its unparallel choice of dining experience and a wide range of recreation activities and entertainment. All while maintaining idyllic spaces of relaxation to create the perfect balance for a holiday in paradise, perfect for honeymooners and family alike.

Kurumba Maldives ... Maldives in Full Colours.

#### **ENDS**

For further information contact sales@kurumba.com or one of our PR agencies listed below.

- Click here to watch the Kurumba In Full Colour branding video.
- New images are available on: www.universalimagesonline.com/kurumbamaldives

For further information, please contact <a href="mailto:salesandmarketing@kurumba.com">salesandmarketing@kurumba.com</a> or our global PR agencies:

## PR AGENCIES UNITED KINGDOM

Good Results PR and Advertising (Sharon Good)
101 Metropolitan Wharf, 70 Wapping Wall, London E1W 3SS
T +44 (0) 207 553 2080| DL +44 (0) 207 553 2085
E sharong@goodresults.co.uk | W www.goodresults.co.uk

### RUSSIA

Leading Marketing Solutions (Irina Rodina)
Pulkovskaya str. 1-5, Moscow, Russia 125 565 **T** +7 495 771 1657 | **E** irina.rodina@lmsconsultancy.com **W** www.lmsconsultancy.com

### **GERMANY, SWITZERLAND & AUSTRIA**

Crystal Communications GmbH (Felix Knothe)
Leopoldstr. 51, 80802 Munich, Germany
T +49 (0)89 614 65 227 | E universal@crystal-communications.de
W www.crystal-communications.de

### **ITALY & SPAIN**

Gateway S.r.l. (Isabel Dias Jayasinha)
Via San Vito, 26 20123, Milano, Italy
T +39 02 866901 | F +39 02 8053932
E marketing@gatewaytravel.it |
W www.gatewatravelcollections.com

### **FRANCE & BELGIUM**

Expressions PR (Catherine Couplan)
13 Passage du Clos Bruneau, F-75005 Paris, France **T** +32 496 59 81 60 | **E** catherine@prexpression.com **W** www.expression-cmc.com