



ATLANTIS RESORTS PLEDGES 20,000 MEALS WORTH AED 225,000 TO THE “10 MILLION MEALS” CAMPAIGN AND ILLUMINATES 20,000 LIGHTS ON THE BURJ KHALIFA
20,000 lights on the ‘World’s Tallest Donation Box’ are lit by Atlantis in support of the nation's biggest community campaign

Atlantis Resorts has pledged 20,000 meals worth AED 225,000 as part of “10 Million Meals”, the nation's biggest community campaign to provide meals or food parcels to support vulnerable individuals and families in the UAE. This has illuminated 20,000 lights on Burj Khalifa which is supporting the campaign as the ‘World’s Tallest Donation Box’, which launched on Saturday.

The “World’s Tallest Donation Box” enables companies, entities and the public to purchase lights on Burj Khalifa, for as little as AED 10 each, to collectively donate 1.2 million meals or food parcels. For every light purchased through the website www.tallestdonationbox.com, one meal is provided to someone in need, with the ultimate goal to illuminate the 1.2 million lights on the façade of the world’s tallest building.

Representing donations as lights beaming on Burj Khalifa reflects the hope that small acts of kindness will bring to less fortunate communities as the country continues its battle against the pandemic. Illuminating the world’s tallest building for a good cause also cements the UAE’s status as a global beacon of hope in all circumstances.

Timothy Kelly, Executive Vice President and Managing Director, Atlantis Dubai said: *“The holy month of Ramadan is a period of spiritual reflection and a time to demonstrate selflessness and unity. Through this noble campaign we can help to assist disadvantaged people across the UAE. COVID-19 has affected each and every one of us – some more so than others – and we all need to reveal our true values of humanity.”*

Ways to donate

- Companies and individuals can purchase Burj Khalifa lights, for as little as AED10 each, on the website www.tallestdonationbox.com to provide meals for the vulnerable amid the pandemic.
- Donors can also provide meals through the “10 million meals” campaign by contributing on the website www.10millionmeals or via SMS (Etisalat and Du) to numbers listed on the website.

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THE PALM, DUBAI

- For in-kind contributions, donors have the chance to provide packages, canned food supplies or food parcels for distribution by directly contacting the campaign's team on the toll-free number 8004006.

His Highness Sheikh Mohammed Bin Rashid Al Maktoum , Vice President and Prime Minister of UAE and Ruler of Dubai, announced the launch of “10 million meals” earlier in April to provide food support to families and individuals affected by the COVID-19 pandemic that left many facing unemployment and income reductions. The campaign is led by his wife Her Highness Sheikha Hind bint Maktoum bin Juma Al Maktoum, Chairperson of the Board of Trustees of UAE Food Bank.

***ENDS**

For further information about Atlantis please call +971 4 426 1000, or visit www.atlantis.com/dubai . Both low and high resolution colour photography of Atlantis is available at media.atlantisthepalm.com.

MEDIA ENQUIRIES

Linda Abdul Hay

Senior Director, PR & Communications

Mobile: (+971) 552004581

Email: linda.abdulhay@atlantisthepalm.com

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Facebook: @AtlantisThePalm

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About Atlantis, The Palm, Dubai

Atlantis, The Palm is the first entertainment resort destination in the region and located at the centre of the crescent of The Palm in Dubai. Opened in September 2008, the unique ocean-themed resort features a variety of marine and entertainment attractions, as well as 17 hectares of waterpark amusement at Atlantis Aquaventure, all within a 46-hectare site. It is home to one of the largest open-air marine habitats in the world, with more than 65,000 marine animals in lagoons and displays including The Lost Chambers Aquarium, a maze of underwater corridors and passageways providing a journey through ancient Atlantis. Atlantis Aquaventure waterpark features 18 million litres of fresh water used to power thrilling waterslides, a 2.3-kilometre river ride with tidal waves and pools, water rapids and white-water chargers. Dolphin Bay, the unparalleled dolphin conservation and education habitat, and Sea Lion Point were created to provide guests a once in a lifetime opportunity to learn more about one of nature's most friendly mammals. The resort boasts an impressive collection of luxury boutiques and shops as well as extensive meeting and convention facilities. Atlantis, The Palm is also known as the culinary destination in the region where guests can take their pick from a collection of 29 world-renowned restaurants including Bread Street Kitchen & Bar, Hakkasan, Nobu, Ronda Locatelli, Seafire Steakhouse & Bar, award-winning underwater restaurant, Ossiano, and traditional Middle Eastern favourite, Ayamna. The nightlife scene at Atlantis is lively, too, with the fun-filled Wavehouse offering something for everyone, and WHITE Beach & Restaurant the perfect place to unwind with a drink as the sun slips into the Arabian Sea.