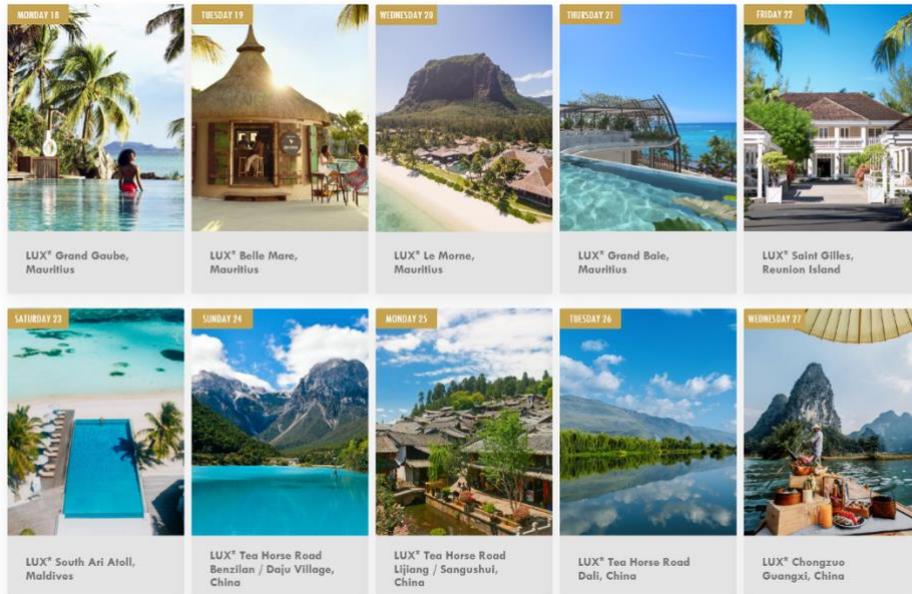


LUX* Resorts & Hotels Commemorates its 10th Anniversary with a lineup of 10 Charitable Online Auctions



15 October 2021, Singapore – LUX* Resorts & Hotels is proud to commemorate 10 years of helping people celebrate life since launching the much-loved brand in December 2011. Renowned for its simple, fresh and culturally immersive experiences with creative pop-up surprises that transform the ordinary into the extraordinary, the group continue to redefine the concept of what luxury means today. To mark this milestone, LUX* Resorts & Hotels will also celebrate the grand opening of [LUX* Grand Baie Resort & Residences](#) on 3rd December 2021.

In keeping with LUX* Resorts & Hotels' vision of **Making Each Moment Matter and Caring About What Matters**, the brand will auction off 10 prizes for a 10-night stay in some of the world's most exotic destinations on their corporate Instagram page from 18 to 28 October 2021. Each auction will run for 24 hours with the highest bidder announced every hour. 100 per cent of proceeds will be donated to non-profit organisations that the hotels have chosen to partner with.

“Our hotels play a significant role within the communities in which we are located. With the combination of the opening of Mauritius to vaccinated guests and the tenth anniversary of our LUX* brand, we felt the need to include our cherished communities where we operate. Our talented team members who form an integral part of these communities are the bedrock of our success.” said Paul Jones, chief executive officer of The Lux Collective.

From 18 October 2021 GMT +1, follow LUX* Resorts & Hotels corporate Instagram account ([@luxresorts](#)) to place a minimum €500 bid. The highest bidder will be announced every hour and each auction will last 24 hours.

In Mauritius

- **LUX* Grand Gaube Resort & Villas** will partner with the [Mauritian Wildlife Foundation](#) which focuses on the conservation of endangered species and ecosystems in Mauritius.
- **LUX* Belle Mare Resort & Villas** will collaborate with the [Thalassemia Society of Mauritius](#) that supports patients with Thalassemia and other genetic hematological disorders.
- [Joie de Vivre](#), a long-standing partner of **LUX* Le Morne Resort**, helps primary school children from nearby villages by engaging them in extra-curricular activities, teaching literacy and preparing them for essential exams.
- **LUX* Grand Baie Resort & Residences** will work with [The Good Shop](#) that promotes a circular economy through second-hand fashion, repurposed furniture and jobs placement for people with disabilities.

In La Reunion

- **LUX* Saint Gilles Resort** will support the [Association Les Milles](#) through the learning development of underprivileged children or children with disabilities.

In the Maldives

- **LUX* South Ari Atoll Resort & Villas** has chosen to continue their outreach with [Blue Marine Foundation](#) to protect the ocean for future generations.

In China

- **LUX* Tea Horse Road Benzilan** will contribute to the research and protection of the endangered sub-nosed monkey and their natural habitat.
- **LUX* Tea Horse Road Lijiang** and **LUX* Tea Horse Road Sangushui** will work with Shigu High School to provide students with tools to be lifelong learners.
- **LUX* Tea Horse Road Dali** continues to support the local community and will contribute to Caohai Wetland Nature Conservancy for the conservation of their endemic wildlife.
- **LUX* Chongzuo, Guangxi Resort & Villas** has pledged their support to the Nongguan Nature Reserve that is dedicated to protecting the endangered white-headed black langurs.



PRESS RELEASE

For more updates, follow LUX* Resorts & Hotels on [Instagram](#) and [Facebook](#) or visit www.luxresorts.com

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About LUX* Resorts & Hotels

LUX Resorts & Hotels helps people to celebrate life by delivering consistently on the promise of a different kind of luxury; hospitality that is Lighter. Brighter. LUX* stages exceptional experiences in different locales – whether on the Beach, in the City or in Nature – by banishing thoughtless patterns and being more simple, fresh and sensory for the benefit of all our guests.*