

Meaningful Last-Minute Gifts: Adopt a turtle, tree or coral reef star with the TUI Care Foundation

- *Baby turtle, tree and coral reef star adoptions now available online as a gift*
- *Gift idea with impact: Adoptions support TUI Care Foundation's global nature conservation and marine protection programmes*

Berlin, 18th December 2024. *From today, the TUI Care Foundation is offering adoptions for baby turtles, newly planted trees and coral reef stars. The adoptions are also available online in a personalised gift version.*

TUI Care Foundation
Pariser Platz 6a
10117 Berlin

www.tuicarefoundation.com

The adoptions support the worldwide TUI Turtle Aid programme, the TUI Care Foundation's reforestation initiative and the TUI Sea the Change programme. 100% of all proceeds go directly to the charitable Foundation's programmes.

The TUI Turtle Aid programme protects endangered loggerhead turtles and their nesting sites on beaches and helps to increase hatchling survival rates. By working with local NGOs and beachfront tourism businesses, it also creates turtle friendly beaches and engages locals and visitors by teaching them about turtles and how to protect them.

The TUI Forests programme puts forests at the centre of thriving destination communities. It plants new trees and supports local people to build thriving livelihoods, through community managed tree nurseries and the creation of forest-based tourism experiences.

New adoption: Plant a coral reef star in Bali and receive a picture of your coral reef star with a name of your choice.

The adoption directly supports the TUI Care Foundation's project partner Living Seas Foundation in Bali and the TUI Care Foundation's TUI Sea the Change Programme. The programme focuses on ocean, coastal and marine ecosystems and on creating and expanding marine protected areas. As well as protecting and restoring coral reefs, mangroves, seaweed and seagrass, it safeguards sea animals and ensures the survival of important coastal ecosystems. It also supports the economic wellbeing of coastal communities which rely on tourism.

Adoptions are now available at www.tuicarefoundation.com/en/adoptions

About the TUI Care Foundation

Building on the potential of tourism as a force for good, the TUI Care Foundation supports and initiates projects, which create new opportunities and contribute to thriving communities in tourism destinations all over the world. Connecting holidaymakers to good causes, it supports education and training opportunities for

young people; drives the protection of natural habitats and the marine environment; and helps local communities to thrive sustainably and benefit from tourism. The TUI Care Foundation builds on strong partnerships with local and international organisations to create meaningful and long-lasting impact. The independent charitable organisation was founded by TUI, one of the world's leading tourism businesses, and is based in the Netherlands.

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