



Press release
05 June 2023

Southern Sun and Miss Earth South Africa join forces to celebrate World Environment Day 2023

Orange Farm, Johannesburg – As Southern Sun continues with efforts to responsibly manage its environmental footprint, the group's commitment was emphasised this World Environment Day by a community project undertaken with partner, the Miss Earth South Africa Leadership Development Programme who, together with Wild Route Trees and GebCo 3Sixty compost, embarked on a tree-planting initiative and community clean-up to promote environmental stewardship at Matiwane Combined School in Orange Farm.

Aligned with the United Nations Environment Programme's theme for this year, #BeatPlasticPollution, Miss Earth South Africa highlighted the importance of individual responsibility in addressing plastic pollution. The organisation emphasised the need for individuals to be accountable for their own waste footprint, advocating for reuse and recycling as essential solutions.

Ella Bella Leite, Director of Miss Earth South Africa, emphasised the urgency of finding sustainable solutions to the plastic waste in our environment and oceans. “Ending plastic pollution requires the involvement of every individual. Together, we can make a difference #ForPeopleForPlanet,” said Leite. The leadership programme collaborates with like-minded partners such as Southern Sun, to support and promote efforts intended to tackle this critical issue.

Through its various environmental policies and projects, Southern Sun continues to implement actionable changes in order to minimise its environmental impact.

Candy Tothill, head of corporate affairs, brands and marketing for Southern Sun, commented: “By combining our efforts with those of the Miss Earth South Africa programme, we aim to motivate individuals and communities to actively participate in environmental behaviours and initiatives that we believe are necessary for a more sustainable future.”

To learn more about Southern Sun, visit the website at <https://www.southernsun.com/>. To learn more about Miss Earth South Africa's leadership programme visit their website at <https://www.misseeartsha.co.za/>.



Delegates of the Miss Earth 2023 leadership programme at a tree planting project day in Orange Farm commemorating World Environment Day 2023.

Front (left to right): Belinde Schreuder, Catherine Constantinides (Climate Activist and Miss Earth South Africa Director), Zama Mbatha.

Back (left to right): Bethany Demonse, Palesa Seganye, Ella Bella Constantinides-Leite (Educational Officer of Miss Earth South Africa)

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Southern Sun is Southern Africa's leading hospitality group comprising an extensive collection of strategically located hotels, resorts, restaurants and conference facilities in South Africa, Africa, the Seychelles, and the Middle East. With a rich heritage of excellence and dedication to delivering service with flair, Southern Sun provides guests with unforgettable experiences at destinations that offer unparalleled variety and scale. The group's portfolio of brands comprises award-winning luxury hotels such as 54 on Bath, Arabella Hotel, Golf & Spa, the Beverly Hills, Mount Grace Hotel & Spa, the Sandton Sun & Towers and Paradise Sun, as well as renowned brand collections, including Southern Sun Hotels, SunSquare, Garden Court, StayEasy and SUN1 hotels, as well as a selection of Southern Sun Resorts in idyllic settings.

Southern Sun is committed to transformation and is proud to be a Level 1 Contributor to B-BBEE in South Africa – a certification that demonstrates the spirit in which Southern Sun actively contributes to broad-based black economic empowerment through its commitment to maintaining workforce diversity, developing and transferring skills, and providing support to small businesses and local communities. Southern Sun is consciously committed to integrating best environmental practices into its core business strategy and endeavouring to ensure that its conduct meets the needs of the present, while minimising the cost to future generations.

Escape to the world of Southern Sun, where exceptional experiences are created with passion and every day is a celebration. Visit southernsun.com. Follow Southern Sun on Twitter (@SouthernSunGrp), Instagram (@SouthernSunHotels), Facebook (Facebook/SouthernSunHotels) and LinkedIn (@Southern-Sun).



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