

**Press Release**

**3rd February 2020**

**Cinnamon Youth Empowerment Launches Successful Scholarship Program in Trinco**

*Tuesday 28<sup>th</sup> January 2020, Colombo;* Trinco Blu by Cinnamon successfully launched its English Language and IT programme under the Cinnamon Youth Empowerment initiative to benefit a total of 180 students from the Trincomalee area. The programme is conducted by Cinnamon Hotels & Resorts with John Keells Foundation. English and IT programmes are conducted for youth in schools (post O/L and A/L), vocational training centres and hotel schools to provide an essential upskilling required for professional development.

The Cinnamon Youth Empowerment programme is an overarching initiative to facilitate skills development, enhance livelihood opportunities and improve employability of the youth. Activities are carried out under the pillars of Livelihood and Education in the regions of Colombo, Habarana, Trincomalee, Kandy, Hikkaduwa, Beruwala, Bentota and Yala with the objective of skilling and impacting 1000 youth each year. Each year, the hotels and resorts conduct internships, English & IT programmes and open day events in collaboration with the John Keells Foundation.

Commenting on the project, Ishara Naufal Head of Human Resources, Leisure Resorts stated, "The Cinnamon Youth Empowerment programme was introduced by Cinnamon to provide necessary direction to those who have the potential to be a part of the hospitality and tourism industry. Providing English language and IT skills to the youth was a result of a need analysis conducted for youth stepping into the workforce. We anticipate This project will help give rise to a fresh pool of talent at a regional level and also increase the community understanding and perception towards the industry as a whole."

By securing partnerships with like-minded organizations, the Cinnamon Youth Empowerment Programme targets to train 350 industrial trainees per year, 300 youth per year for English language and IT, and 400 youth participation per year in Open Day events.

Cinnamon Hotels & Resorts is a chain comprising of 15 properties across Sri Lanka and the Maldives. The brand embodies a passion for inspired living, delivering memorable getaways that deliver exceptional standards of service with the warmth and vibrancy of authentic and contemporary hospitality.