Cinnamon Grand continues B2b project for the fourth year

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Mithila Perera, Shehan Mendis and Khiara Samsudeen from the Sales, Marketing Communications and Food and Beverage Departments modelling the bags

Cinnamon Grand is continuing its ‘first in Sri Lanka’ initiative; B2b, for the fourth year. The project which involves recycling promotional flex banners into stylish bags is a green initiative made by Cinnamon Grand to help promote environmental awareness and was carried out as part of the activities to commemorate world environmental day.

All proceeds from the sale of the bags are directed to the Children’s Ward of the Maharagama Cancer Hospital. Last time the B2b show was held, Cinnamon Grand’s associates modelled the unique bags, which proved to be a massive success, resulting in the donation of 100,000 rupees to the Children’s Ward of the Maharagama Cancer Hospital.

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