Corporate

Islamabad, July 1st, 2019

**Najib Ullah from WAPDA secures 1st position in Serena sponsored Tour De Khunjrab**

Islamabad, July 1st, 2019: Serena Hotels sponsored one of the world’s highest altitude cycling competition, Tour De Khunjrab which took place in Gilgit-Baltistan from June 27 to June 30th 2019. More than 100 Pakistani and international cyclists took part in it. Two international teams from Afghanistan and Sri Lanka were also a part of the event along with 11 local teams from Gilgit-Baltistan (GB), Islamabad, Khyber Pakhtunkhwa, Balochistan, Punjab, Sindh.

The cyclists began the race at about 4,500 feet [1,400 metres] in Gilgit to Rakaposhi, then proceeded from Rakposhi to Hunza, and then finally from Sost to Khunjrab at a record high altitude of 15,500 feet [5,000 metres] above sea level. The Winner of the event was Najib Ullah from WAPDA whose record time was 8:41:39.

The closing ceremony of the event took place in Gilgit Serena Hotel which was graced by the President of Pakistan, Dr. Arif Alvi, Chief Minister of Gilgit-Baltistan, Hafiz Hafeez-ur-Rehman, Governor of Gilgit-Baltistan Raja Jalal Hussain Maqpoon, Chief Secretary of Gilgit Baltistan, Mr. Khurram Agha along with a large number of local people and audience from different cities of Pakistan. The dinner was followed by a cultural evening at Altit Fort. The President of Pakistan, the government of Gilgit-Baltistan and the management of Tour De Khunjrab applauded Serena Hotels efforts in promoting tourism in Pakistan through its sports diplomacy initiative.

The event was sponsored under the Sports Diplomacy initiative for Serena Hotels. Over the years, Sports Diplomacy of the hotel has emerged as an integral part of Serena’s efforts to build stronger relations with communities while encouraging diverse groups to participate in sports, thereby improving leadership, teamwork, and communication skills along with promoting a healthier lifestyle.

**ABOUT SERENA HOTELS**

Serena Hotels has established itself as one of the world’s leading hospitality brands offering quality accommodation, unique holiday and conference solutions, cultural heritage and adventure tourism. Its collection of 35 unique hotels, resorts, safari lodges and camps, palaces and forts located in East Africa (Kenya, Tanzania, Zanzibar, Rwanda and Uganda), Mozambique and South Asia (Pakistan, Afghanistan and Tajikistan) are in some of the world’s most interesting, enchanting, historic and exotic settings.

#### Press ContactHussain OdhwaniManager Marketing & CommunicationTel: +92 333 6349264hussain.odhwani@serena.com.pk