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## **ATLANTIS SANYA COMMEMORATES FIRST YEAR ANNIVERSARY WITH CHARITY GALA FOR RURAL DOCTORS PROGRAM**

*Corporate Social Responsibility Efforts in Sync with Local Development*

**(April 28<sup>th</sup>, 2019 - Sanya, China)** Atlantis Sanya, FOSUN Foundation and the China Population Welfare Foundation (CPWF) jointly pledged their support for the Rural Doctors Program at the Atlantis Sanya Charity Gala Dinner in celebration of the resort's first year anniversary on 28<sup>th</sup> April. The Atlantis Sanya Corporate Social Responsibility Program was met with resounding support.

The inaugural charity gala dinner was attended by VIP guests including Mr. Chen Tiejun, Deputy Mayor, Deputy Party Secretary and member of Standing Committee of the CPC Sanya Municipal Committee, Mr. Zhao Benzhi, Deputy Secretary of the China Population Welfare Foundation (CPWF), Mr. Qian Jiannong, Chairman, Executive Director and CEO of FOSUN Tourism & Commercial Group and Global partner of FOSUN, Mr. Zhu Wenkui, Director of FOSUN International and FOSUN Senior Assistant President, Mr. Heiko Schreiner, Managing Director of Atlantis Sanya, Ms. Wang Huibo, Project Director of Rural Doctors Program and her site personnel, and key representatives from working partners of Atlantis Sanya.

"In the past year, Atlantis Sanya has injected dynamism and excitement to Sanya with its exceptional facilities and immense popularity. It has introduced a whole new class of its own to China's tourism scene and has made pivotal contributions toward the developments of Hainan Pilot Free Trade Zone, including the establishment of our free trade port and the Hainan International Tourism and Consumption Center," said Mr. Chen Tiejun, Deputy Mayor, Deputy Party Secretary and member of Standing Committee of the CPC Sanya Municipal Committee, as he addressed the audience at the charity gala.

Chairman, Executive Director and CEO of FOSUN Tourism & Commercial Group Mr. Qian Jiannong echoed this sentiment. "Since its opening in April 2018, Atlantis Sanya has posted operational revenue of RMB750 million as at the end of last year. We achieved RMB150 million in revenue within the 16-day period of 2019 Spring Festival alone, testifying to the strong branding prowess of Atlantis and synergistic effects of our distinctive FOLIDAY ecosystem at

the same time.”

As the first Atlantis landmark in China and Asia Pacific, Atlantis Sanya has exuded unique charisma with its variety of hotels, Aquaventure Waterpark, The Lost Chambers Aquarium, extensive MICE facilities, wide array of dining options, entertainment attractions and shopping belts. Attracting visitors of all age groups with a multitude of hit products, Atlantis Sanya has not only managed a stellar performance but has also garnered numerous accolades and awards. Managing Director of Atlantis Sanya Mr. Heiko Schreiner attributed these outstanding achievements to the support from the resort’s working partners. He expressed that “the overwhelming support from our partners and the community is a pillar fundamental to all of our glorious achievements. We firmly believe that Atlantis Sanya will continue to be an ‘iconic tourism hotspot’ in Sanya throughout the course of 2019.” In appreciation of partnering institutions, a number of awards were presented at the gala event including Best Strategic Partner, Best MICE Partner and Outstanding Overall Contribution.

Apart from being a night of celebrations and appreciation, the charity gala was also marked the expansion of the Rural Doctors Program. Mr. Zhao Benzhi, Deputy Secretary of the China Population Welfare Foundation (CPWF), Mr. Qian Jiannong and Mr. Zhu Wenkui jointly announced plans to designate another 12 national impoverished counties in addition to the existing 37 sites, bolstering efforts to gradually lift those in need of aid out of poverty through the Rural Doctors Program.

The auction, which was the highlight of the gala dinner, featured six artworks donated by organizations under the FOSUN brand such as FOSUN Foundation, FOSUN Pictures and Laomiao Group. The charity auction witnessed fierce biddings for art pieces from the Yayoi Kusama art exhibition, the *Appearance of Crosses 2015-09* by renowned abstract printmaker Ding Yi, the oil painting *Still Life* by contemporary easel master Huang Azhong, crystal creations titled “Sea Motion” by LASVIT and invites to the movie premiere of *Gemini Man* directed by critically acclaimed director Ang Lee. After several rounds of intense bidding for the eight collectors’ items, a total of RMB155,894 was raised during the live auction, while other guests collectively donated more than RMB 100,000. All donations raised will be used for the Rural Doctors Program.

Following the guidance of the National Health Commission, FOSUN Foundation launched the Rural Doctors Program in December 2017. The Program is dedicated to serving the 1.5 million doctors in rural China and aims to retain them as well as improve the capacity and accessibility of health care and related services in rural China. It will directly contribute to the implementation of national strategies on poverty alleviation and rural development through protecting, enabling and empowering rural doctors. The Program plans to operate regular training workshops facilitated by on-site volunteers and boost the capacity of doctors in remote and rural areas in China. It is projected that the program will cover 30,000 rural doctors in 100 national impoverished counties and benefit over 30 million people in remote and rural China by the end of 2020. To promote the Rural Doctors Program amongst the younger generation, FOSUN also launched a public welfare travel program that allows children from urban areas to assist the rural doctors in poverty stricken areas. Through their interactions with children from those areas, they will also be able to provide analysis of the current medical conditions as well as put forward suggestions for improvement.

Taking part in poverty relief efforts is more than a simple act of philanthropy - it is also a form of social responsibility. As a flagship project for the Sanya Tourism 3.0 initiative, Atlantis Sanya is fully committed to performing its social responsibilities and endeavors to facilitate developments for the progress and wellness of local communities, in order to live up to the accolades that the resort has been humbly honored with. At the end of the charity auction, Mr. Heiko, Mr. Qian Jiannong, Mr. Zhu Wenkui and Mr. Zhao Benzhi co-announced the cooperation between Atlantis Sanya and the CPWF to officially launch the Rural Doctors Donation Drive - beginning April 28, 2019, all visitors and resort guests of Atlantis Sanya may voluntarily donate CNY 5.17 (phonetically resembling "We Together" in Mandarin) during their visit. All donation proceeds will go to poverty reduction efforts for a better tomorrow in the Rural Doctors Program.

"The Rural Doctors Program is a 10-year plan focusing on poverty relief efforts. We are now in the second year of this project and the response has been extremely heartwarming. The participation of Atlantis Sanya and its guests is very much welcome and together as one, we are extremely hopeful that the Program will attain even more desirable results in building a healthy community alleviated from poverty," expressed Mr. Li Haifeng, Chairman of FOSUN Foundation and Senior Vice President of FOSUN International.

# ATLANTIS

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三亚·亚特兰蒂斯

While the charity gala dinner might have drawn to a close, efforts to support the Rural Doctors Program will continue at Atlantis Sanya. Guests and visitors can easily support the Rural Doctors Donation Drive by scanning the QR code below.



## 慈善与发展同步

### 三亚·亚特兰蒂斯开业周年“红”，正式助力“乡村医生健康扶贫项目”

(中国三亚 2019 年 4 月 28 日) 4 月 28 日，正值三亚·亚特兰蒂斯正式启幕一周年的纪念日，由三亚·亚特兰蒂斯、复星基金会与中国人口福利基金会共同举办的“三亚·亚特兰蒂斯慈善晚宴暨乡村医生健康扶贫项目周年展”于三亚·亚特兰蒂斯举行。

中共三亚市委常委、市政府常务副市长陈铁军，中国人口福利基金会副秘书长赵本志，复星全球合伙人、复星旅游文化集团董事长兼 CEO 钱建农，复星总裁高级助理、复星基金会理事祝文魁，三亚·亚特兰蒂斯董事总经理海科 (Heiko Schreiner)，乡村医生健康扶贫项目总监王慧博和乡村医生项目驻点队员、三亚·亚特兰蒂斯合作企业代表等出席本场慈善晚宴。

2018 年 4 月 13 日，中央决定支持海南全岛建设自由贸易试验区。2018 年 4 月 28 日，复星旅文倾力打造的三亚·亚特兰蒂斯正式启幕，伴随着海南自由贸易试验区元年的发展。中共三亚市委常委、市政府常务副市长陈铁军在晚宴致辞中表示，“在过去的一年中，三亚·亚特兰蒂斯的靓丽表现和高涨人气也成为了三亚乃至中国旅游的一道风景线，切实助力海南自由贸易试验区、自由贸易港建设和国际旅游消费中心的打造。”

复星旅游文化集团董事长兼 CEO 钱建农表示，“2018 年 4 月开业后至年底，亚特兰蒂斯经营业绩达人民币 7.5 亿元，2019 年春节期间 16 天经营业绩 1.5 亿元，这不仅充分显现出亚特兰蒂斯强大的产品力，也很好地体现了

**Atlantis Sanya 三亚·亚特兰蒂斯**

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FOLIDAY 生态圈的协同效应。”

作为中国和环太平洋第一家亚特兰蒂斯，凭借着涵盖酒店、水世界、水族馆、国际会展、餐饮、娱乐、购物、演艺八大丰富业态以及覆盖全年龄段的拳头产品，三亚·亚特兰蒂斯在开业一年的时间内除了业绩喜人外，也频获业界殊荣。三亚·亚特兰蒂斯董事总经理海科认为，“所有的成绩及荣誉的背后，都离不开社会各界及合作伙伴的鼎力支持，相信 2019 年三亚·亚特兰蒂斯将继续成为游客心中的‘三亚必打卡地’”。为了感谢合作伙伴一路以来的关注与支持，晚宴现场颁出了最佳战略合作伙伴、最佳会展合作伙伴、全能杰出贡献奖等一系列奖项。

本场慈善晚宴不仅是三亚·亚特兰蒂斯的周年答谢会，同时也是乡村医生健康扶贫项目周年展，中国人口福利基金会副秘书长赵本志、钱建农、祝文魁共同宣布，在原先的 37 个乡村医生项目驻点县的基础上，今年又新增 12 个驻点国家级贫困县，乡村医生项目将在更多的国家级贫困县落地生根。

晚宴中的慈善拍卖环节成为了整场活动的高潮。复星艺术中心、复星影业、老庙黄金等复星旗下机构及品牌为本场活动提供了“草间弥生”展览衍生品大礼包、丁乙版画作品《十示 2015-09》、黄阿忠油画作品《静物》、LASVIT 水晶原创艺术、李安导演“双子杀手”首映礼贵宾邀请函等 8 件拍卖品。经过数轮激烈的竞拍，所有拍品最终以 155894 元总拍卖款成交，而与此同时，现场嘉宾个人捐款总额逾 10 万元，晚宴期间募得的善款将全部用于乡村医生健康扶贫项目。

在国家卫生健康委指导下，2017 年 12 月，复星基金会启动乡村医生健康扶贫项目。该项目致力于服务中国农村 150 万乡村医生群体，通过为贫困地区培养并留住合格乡村医生，提升基层医疗卫生服务能力和可及性，从而减少因病致贫、因病返贫，助力国家脱贫攻坚和乡村振兴战略。项目围绕守护村医、赋能村医与激励村医三大方向，通过驻点扶贫方式，开展系列帮扶行动。项目计划至少开展 10 年，到 2020 年将覆盖全国 100 个贫困县的 30000 名村医，至少惠及 3000 万村民。

参与扶贫，是慈善也是责任。三亚·亚特兰蒂斯作为三亚旅游 3.0 时代的标杆项目，在收获掌声和荣誉的同时，也切实履行社会责任，助力当地社区的发展。慈善拍卖环节结束后，海科、钱建农、祝文魁、赵本志共同宣布三亚·亚特兰蒂斯携手复星基金会、中国人口福利基金会，正式启动乡村医生健康扶贫公募项目。从 2019 年 4 月 28 日起，三亚·亚特兰蒂斯的访客和下榻宾客，可于到访期间自愿捐赠人民币 5.17 元（谐音“我一起”），用于支持乡村医生健康扶贫项目，共同致力精准扶贫。

复星国际高级副总裁、复星基金会理事长李海峰表示，“乡村医生作为一个为期 10 年的扶贫行动计划，今年是第二年。众人拾柴火焰高，很高兴三亚·亚特兰蒂斯加入到这一项目中，并发动所有住店客人的力量，与复星基金

会一起进行健康扶贫。”

晚宴虽成功落下帷幕，但乡村医生健康扶贫项目将在三亚·亚特兰蒂斯持续进行下去。虽然一家企业的力量是有限的，但聚沙成塔。三亚·亚特兰蒂斯作为一站式旅游休闲及综合旅游度假目的地，拥有着巨大的客流量，在致力于为世界各地的宾客打造令人惊叹的非凡体验和终身难忘的美好回忆的同时，也将吸引所有来宾与度假区一起共谋善举，共献爱心。

扫描下方二维码即可在线捐赠，我们感谢您对乡村医生健康扶贫项目的支持。

