

# SLT-MOBITEL Leads the Way in Sustainable Tourism with New Signage



*SLT-Mobitel team at the event with other officials.*

SLT-MOBITEL has installed updated signage at Horton Plains National Park, a UNESCO World Heritage Site celebrated for its pristine natural environment and unique biodiversity. This initiative underscores SLT-MOBITEL's commitment to enhancing visitor experiences while promoting eco-tourism and conservation efforts in this vital protected area.

As an ESG initiative of SLT-MOBITEL, the company aims to raise awareness about Horton Plains' ecological significance and provide clear guidance to the over 200,000 visitors who explore this beautiful destination each year. The updated signage replaces old corporate branding, reflecting SLT-MOBITEL's dedication to environmental stewardship and responsible tourism.

The SLT-MOBITEL team formally presented the proof document of project completion to the Wildlife Conservation Officer at Horton Plains, marking the official

completion and a significant milestone in their collaboration on conservation efforts.

Designated as a national park in 1988, Horton Plains is crucial in safeguarding numerous endemic species and offers a wildlife sanctuary. This initiative is part of SLT-MOBITEL's ongoing efforts to engage with the community and promote awareness of the importance of protecting invaluable ecosystems.

SLT-MOBITEL is proud to be the only corporate entity in this significant UNESCO-nominated world heritage site, reinforcing its role in supporting sustainable tourism in Sri Lanka.