

Crowne Plaza Pune City Centre Employees Conduct Traffic Awareness Drive As CSR Initiative



Pune, Sep 18, 2018 (IssueWire.com) - 7th September 2018, Mangaldas Road: In an initiative to create awareness about traffic rules and road safety, the senior leadership team and hotel associates lead by Divakar Shukla - General Manager, Crowne Plaza Pune City Centre took to the streets with the aid of local police officials this Thursday. Present as part of the drive were Senior Police Inspector - Sucheta Khokale, and Police Sub Inspector - Sangita Gaikwad. The hotel team was seen reaching out to civilians educating them about the importance of wearing helmets when riding a two-wheeler, wearing seatbelts while driving, not breaking signals and not speaking on the mobile while using a vehicle.

The campaign was carried out as part of IHG's (Intercontinental Group of Hotels) global True Hospitality for Good programme. Sharing his thoughts, Divakar Shukla, General Manager at Crowne Plaza Pune said, "Through this road safety campaign our main motivation was to create awareness for a good cause. Building on our rich heritage at IHG, we are going even further to support local communities with our new charitable giving programme - True Hospitality for Good. Lead by our people, this initiative will commit more funds, provide more volunteering opportunities and build more powerful charity partnerships. We've dedicated the whole of September to make a big difference with the Giving for Good Month 2018 and hope to make a positive local change on a global scale."

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