

Citation for Mr. Maithri Vithanage, Project Champion, Kala Pola

We would like to recognize and reward a project champion who has the singular distinction of being involved in a particular project long before John Keells Foundation came into being!

During his long years of involvement in the project, he has amply demonstrated the Group values, particularly in **Changing constantly, re-inventing and evolving, Doing the right things always, Constantly raising the bar and Building strong relationships based on openness and trust.**

He first got involved in the project over 15 years ago. Having ably supported the project leads at the time, he took on the mantle of Project Champion in 2009. He has worked with passion and commitment in seeking to promote the event and enhance its impact. Since his involvement, he has witnessed the number of participants increase substantially over the years. The special rapport that he and his team have built up over the years with all stakeholders - including Project partners, the local government authorities, suppliers and participants - has been invaluable for the growing success of the project.

This is about **Maithri Vithanage, Brand Activation Manager [Consumer Foods Sector], Ceylon Cold Stores Limited**, and his contribution to Kala Pola - the annual art fair presented by the George Keyt Foundation and sponsored by John Keells Holdings PLC over the past 17 years. Moreover, in the 2011 event, Maithri took on the challenge of organizing an art auction – possibly the first of its kind in Sri Lanka – an event which was successfully held at the National Art Gallery on the same day as Kala Pola 2011 – on 23rd January 2011.

For his invaluable commitment, passion and initiative in Kala Pola - the flagship CSR project in Arts & Culture of the John Keells Foundation, it is my pleasure to call upon Mr. Lallith Ramanayake to present Maithri Vithanage with a V-SPARC Award.

Carmeline Jayasuriya
Manager, John Keells Foundation