



September 22, 2011

Dr. Nirmal Jivan Shah  
Nature Seychelles  
Centre for Environment & Education  
Roche Caiman  
P.O. 1310  
Mahe  
Seychelles

Dear Dr. Shah:

**Subject: 2011 World Leisure International Innovation Prize**

The International Prize Committee has completed its evaluation of the 2011 prize applications. The Committee has selected three Prize Winners and awarded a further two applications our Highly Commended Certificate.

On behalf of the Committee, I am very pleased to inform you that your application was among the three Prize Winners chosen. Congratulations! **You have been selected to receive the 2011 World Leisure International Innovation Prize.**

The international Committee was greatly impressed by your application and look forward to honouring you in a special Award Ceremony on Thursday 17<sup>th</sup> November 2011 at 16.00 hrs. during the 2<sup>nd</sup> World Leisure Expo/Leisure Forum, which is being held in Hangzhou, China.

Details of the Expo and Forum can be found on this website:

<http://en.wl-expo.com/expo01.html>

**Invitation**

One representative of your organisation is invited to be our guest at the World Leisure Expo/Leisure Forum. The representative's hotel accommodation and subsistence costs of up to four nights will be covered to attend the presentation. In addition, we will also reimburse your travel expenditure up to a maximum of \$2,000 (USD).

We would like the representative to be in Hangzhou from 14<sup>th</sup> to 18<sup>th</sup> November 2011. Please note that Hangzhou has an international airport and we recommend travelling via this airport as the preferred arrangement.

Exact details of the representative's programme of activities during the Expo/Leisure Forum are still being finalised and will be forwarded to you later. However, in addition to the Award Ceremony, your visit programme will probably include:

- Meeting with me and some members of the Prize Committee for an informal discussion about your project
- Presentation of your project – about 20 minutes with computer projection and including a question and answer session
- Attendance at Leisure Forum sessions
- Visit to the World Leisure Expo site and events.

## **Representative**

Please advise Kim Moss at the World Leisure Office (see contact details below) of your representative's name and contact details by October 5, 2011 so that she can arrange the hotel accommodation on their behalf. Kim will also advise you on how to claim reimbursement of your travel expenses within the allowed cost.

## **Prize Presentation**

Your representative will receive the "George"<sup>1</sup> our unique prize (a boxed Chinese artwork 30 cm long, 10 cm wide and 10 cm deep) plus a framed certificate at the Award Ceremony. Please note that you will need to transport the Prize and framed Certificate back to your country.

The Award Ceremony includes the showing of a range of electronic images illustrating your project on a large screen during your Prize presentation. Please take some time to select 10 high-quality, high resolution images/pictures that depict your project. The Forum Organisers will put these images together into a 20 second media production. The images should be sent to Kim Moss by 14 October at the latest. .

## **After the Presentation**

We will update our World Leisure website to feature the 2011 prize winners. The new web content will consist of your summary descriptive text and a link to your project's website. You will be contacted about these items after the presentation.

You will be allowed to use the title '2011 World Leisure International Innovation Prize Winner' from 18 November 2011 in your literature. We can provide an electronic logo image on request.

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<sup>1</sup> The "George" is named in honour of Dr. George Torkildsen (1934 – 2005) who was the first Prize Committee Chair and past WLO Board Chair.

If you have any questions, do not hesitate to contact me at [ian.cooper@dsl.pipex.com](mailto:ian.cooper@dsl.pipex.com), I also have a Skype address (iancooper0028) if you would like to talk to me.

Your main contact at the World Leisure Office is:

Kimberly Heffernan Moss, Program Associate  
203 Wellness/Recreation Center, University of Northern Iowa  
Cedar Falls, Iowa 50614-0241, USA  
Tel: 319-273-6279  
Fax: 319-273-5958  
Moss@worldleisure.org

On behalf of the Prize Committee, we congratulate you again and look forward to learning more about your project when we meet in Hangzhou.

Yours sincerely,

A handwritten signature in black ink that reads "Ian Cooper". The signature is written in a cursive style with a long horizontal stroke at the beginning.

Ian Cooper

Chair  
World Leisure International Innovation Prize Committee