

**Taj Hotels Resorts and Palaces announces partnership with the Born Free Foundation and launches a limited edition hardback of *The Jungle Book***



On 31<sup>st</sup> March 2016, [Taj Hotels Resorts and Palaces in London](#) will release the bespoke celebratory edition of *The Jungle Book* while announcing a partnership with the [Born Free Foundation](#), the international wildlife charity founded by Bill Travers MBE and Virginia McKenna OBE, devoted to compassionate conservation and animal welfare. 150 years since Rudyard Kipling's birth, with two live-action movie adaptations of his iconic classic *The Jungle Book* in the offing and marking 50 years since the Royal Film Performance™ première of the seminal wildlife conservation film *Born Free*, there has never been a better time to celebrate English classics and commit to the conservation of big cats in the wild.

*The Jungle Book* limited edition hardback will be the second offering in the luxury hotels' '[English Classics. Reinvented](#)' series, giving a new lease of life to literary classics by commissioning contemporary artists to reimagine covers of our best-loved books. The series was unveiled last year with the 150<sup>th</sup> anniversary edition of *Alice's Adventures in Wonderland* at [Taj 51 Buckingham Gate Suites and Residences](#), whilst hosting the preview reception of the Tata sponsored Hay Festival, one of UK's largest literature gatherings. [Taj Safaris](#), together with [Greaves India](#), will be announcing a series of carefully crafted wildlife luxury safaris offering guests the unique opportunity to see tigers in the wild and live their very own Jungle Book journey, guided by a Born Free wildlife expert. Speaking about the campaign, Siddhartha Butalia, Director of Marketing, Taj Hotels Resorts and Palaces said "Inspired by the indomitable spirit of the tiger, we are proud to renew our commitment to pioneering with purpose. We are delighted to be partnering with the Born Free Foundation to help protect threatened species and keep wildlife in the wild."

The VIP event at the heritage [St. James' Court, A Taj Hotel](#) in Westminster, London will see royalty and dignitaries, wildlife experts and conservationists, literati and celebrities alike come together in support of tiger conservation. The event will also showcase the magnificent Shere Khan diamond necklace designed by renowned jeweller Catherine Best, last valued at over a quarter million pounds and scheduled to be auctioned later in the year to raise funds for the charity. Acknowledging the partnership, Adam M Roberts, CEO, Born Free Foundation said "Today, it is estimated that as few as 3,000 tigers remain in the wild. The Born Free Foundation is determined to save tigers from extinction through conservation and rescue work in India and we are delighted to join forces with the Taj in enhancing this commitment."

The Taj hotels in London are also introducing a host of initiatives to support the charity, including enhancements to the Kids@Taj programme, which will be Jungle-book-fantastic with cuddly toy tigers, themed colouring books and menus featuring curated delights from Baloo's Canela Waffles and Akela's Cheesy flatbread to the Bandar Log's King of the Swing Banana Split. Tiger and other endangered species' adoption packs will also be sold through the luxury hotel's boutique. Adult guests have not been forgotten, with new themed menus featuring delectable delights like Mowgli's Vegetable Biryani, Kaa's Chicken Skewers with lemongrass marinate and Shere Khan's Pulled Pork, as well as Jungle Book private event themes in the banqueting suites. While helping raise awareness about threatened species worldwide, proceeds from the sale of the books and menus will go towards Born Free's tiger conservation work in India.



### **Taj Hotels Resorts and Palaces**

Established in 1901, Taj Hotels Resorts and Palaces is one of Asia's largest and finest group of hotels, comprising over 130 hotels across the globe, including presence in the United Kingdom, India, North America, Africa, Middle East, Malaysia, Sri Lanka, Maldives and Bhutan. From world-renowned landmarks to modern business hotels, idyllic beach resorts to authentic Grand Palaces, each Taj hotel offers an unrivalled fusion of warm Indian hospitality, world-class service and modern luxury. Taj Hotels Resorts and Palaces is part of the Tata group, a global enterprise headquartered in India.

[www.tajhotels.com](http://www.tajhotels.com)

### **St. James' Court, A Taj Hotel, London**

St. James' Court is an English classic typifying the concealed charm of one of Britain's finest hotels. With a distinguished pedigree shaped over the centuries, this discreet Victorian masterpiece with its Shakespearean Courtyard is perfectly placed between Buckingham Palace and the Houses of Parliament in a historic enclave marking the centre of power. Exceeding the expectations of today's discerning traveller, St. James' Court is a slice of the past served up on a contemporary platter. St. James' Court has 338 rooms and suites, offers complimentary Wi-Fi, premier Golden Keys Concierge service and an exceptional range of dining options with four restaurants including Michelin starred Quilon and two bars, a Wellness Centre and the luxury lifestyle boutique Taj Khazana.

[www.stjamescourthotel.co.uk](http://www.stjamescourthotel.co.uk)

### **Taj 51 Buckingham Gate Suites and Residences, London**

Taj 51 Buckingham Gate Suites and Residences offers authentic luxury experiences in a personalised environment a gemstone's throw from Buckingham Palace. It comprises three Victorian townhouses - Kings, Minsters and Falconers, each distinctly designed and beautifully restored to their iconic heritage. The 85 luxurious suites and residences with butler service offer the space and exclusivity of a private home, each with their own separate kitchen and living area. Taj 51 Buckingham Gate reflects the universally acclaimed warmth and personalised service that Taj is recognised for as one of the finest in the world.

[www.taj51buckinghamgate.co.uk](http://www.taj51buckinghamgate.co.uk)

### **The Born Free Foundation**

The Born Free Foundation is a dynamic international wildlife charity, devoted to compassionate conservation and animal welfare. Born Free takes action worldwide to protect threatened species and stop individual animal suffering. Born Free believes wildlife belongs in the wild and works to phase-out zoos. Born Free protects lions, elephants, tigers, gorillas, wolves, polar bears, dolphins, marine turtles and many more species in their natural habitat, working with local communities to help people and wildlife live together without conflict. Every year, Born Free helps hundreds of thousands of animals worldwide.

[www.bornfree.org.uk](http://www.bornfree.org.uk)

### **Greaves India**

As one of the leading, award winning specialists to the Subcontinent, Greaves India will carefully plan the perfect tour to suit your interests. With over three decades of experience and a host of specialist guides, naturalists, personal shoppers, architectural tours, spa retreats and culinary tours on offer, Greaves India's bespoke services introduce you to the exotic subcontinent in style.

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