

Life. Luxury. Sri Lanka.

serendipity

PRESS RELEASE

For Immediate Release: 19/03/07

Serendipity Magazine has appointed Sam Goonetillake Sales and Marketing Director for the UK, responsible for generating advertising sales, marketing and organising their events in the UK.

Commenting on the appointment Afdhel Aziz, Editor of Serendipity said: "Sam joins us at an exciting time for the magazine and, with his extensive sales and marketing skills and media contacts, coupled with our desire to assist a worthy cause it's a perfect fit. We are very excited about the opportunities that this position will create."

As part of the arrangement Serendipity will be staging four events over the course of the year, starting with a themed party in late April. Two of these will be fundraising events for the Helplanka charity, of which Sam is the Chief Executive.

Serendipity is the premium magazine for the global Sri Lankan diaspora. Coming out bi-monthly with a readership of upmarket, discerning professionals, it covers arts, culture, leisure, travel, literature and more.

ENDS

For further information please visit :

www.myspace.com/serendipitymag
www.serendipitymag.net

Or contact:

Sam Goonetillake

sam@serendipitymag.net