

Over 500 children take the ‘Flight of Fantasy’ on World Tourism Day

BookASmile with Round Table India provide a unique opportunity for the children to visit the Taj Mahal

Mumbai, September 28, 2017: On this World Tourism Day (September 27), over 500 less fortunate children from 22 cities across India came together to visit the Taj Mahal in Agra. For most of them, not only was this their first trip to Taj Mahal, but was also their first time in an airplane! Aged between 10 and 17, these children were taken on a two day guided tour of the Taj Mahal and other monuments of Fatehpur Sikri.

BookASmile – the charity initiative of India’s largest online entertainment ticketing platform BookMyShow, extended support to Round Table India’s ‘Flight of Fantasy’ program to give all these children a travel experience that they would cherish and remember forever.

BookASmile has always partnered with like-minded NGOs in unconventional spaces of social work and always believes in supporting the less fortunate with dreams, experiences and life-skills. With the ‘Flight of Fantasy’ initiative, BookASmile provided a fun learning experience for the underprivileged that they happily took home with them.

Speaking on this initiative, Farzana Cama Balpande, Head of BookASmile said, “At BookASmile, we love to give opportunities that people like you and I take for granted. While visiting historical monuments may seem like a regular affair for many school going children, in reality not everyone is privy to such chances. We truly believe that these experiences are not just educational but are also critical for the overall personality development of children. We are absolutely delighted to have extended support to RTI to make this possible for over 500 children this year.”

Commenting on this initiative, **Christopher Arvind, National President from Round Table India said,** “We believe that education is the fundamental right of every human being. Education when used effectively along with intelligence has the power to ignite the world and certainly make it a better place to live. The best way to teach is through practical learning methods and this is what we have tried to achieve through Flight of Fantasy. We are extremely happy that BookASmile lent its support to make this initiative happen.”

Pinky Nutan Chaudhary from Jaipur, age 15 who was a part of the tour, said, “I’m very happy to get the opportunity to visit the Taj Mahal. It’s been a great experience and it’s very beautiful. We also learnt a lot about the story behind why it was built. It was very interesting. I was also very excited about flying by a plane! It was amazing!”

About BookASmile

BookASmile is an initiative run by India's leading online entertainment ticketing brand BookMyShow. Created with a vision to support special causes and enrich the lives of the less fortunate across India through the entertainment led experiences, the initiative invests a lot of energies to create an inviting community to ensure that they can be privy to opportunities, by incorporating into their lives, activities and experiences from across genres like Sport, Cinema, Arts, Theatre & Music. The BookASmile initiative has been operational since 2014 and has been integrated within the BookMyShow App and



a BookMyShow initiative

website. With BookMyShow's vast customer base, the initiative has been raising funds for special causes whereby every consumer can choose to contribute from Re.1/- per ticket - to a maximum of Rs. 5/- per transaction towards charity. For more information, please visit <https://in.bookmyshow.com/donation/>

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