A Trunk Full of Money Raised at The King’s Cup Elephant Polo Tournament Charity Auction Dinner

Through the generosity of participants and spectators at the lively annual charity auction and during the tournament, Anantara has raised approximately THB 53 million since 2001 which has gone to various charities that benefits the elephants of Thailand.
The Annual Charity Gala Auction Dinner hosted in the striking surrounds of Anantara Siam Bangkok Hotel with players, sponsors and event organisers gathered together to raise a collective THB 3 million, which will be distributed among several projects and initiatives dedicated to improving the welfare for elephants throughout South East Asia.
Funds from the 2017 event were donated to various projects including Asia’s first Positive Reinforcement Training for captive elephants, veterinary and educational projects to improve the year-round lives of elephants and mahouts in the Surin Province, the ongoing Thai Elephant Therapy Project as well as the construction of a watch tower in a village whose crops are raided by elephants, allowing villagers to watch and warn other villagers of approaching elephants in a safe manner for both people & elephants.

A total of 20 unemployed ex-street elephants are taking part in the event, during which they will receive full veterinary checks from the Zoological Parks Organisation of Thailand, under the patronage of His Majesty the King of Thailand and the Department of Livestock Development. In addition, all elephants are given essential vitamins, food and care which are not available to them during their normal daily lives.

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