

# Heritage Hotels & Resorts champions “Travel Heals” with CCC Bikeathon Partnership

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/EINPresswire.com/ -- (26 August 2025, Colombo) — [Heritage Hotels & Resorts](#) announced its partnership with the 1333 CCC Bikeathon “Ride to Save Lives”, reinforcing the Group’s commitment to supporting mental health initiatives in Sri Lanka.



Photograph from "Travel Heals" 1333 CCC Bikeathon

Now in its 12th year, the CCC Bikeathon spans 1333 kilometers across 13 cities, culminating on World Suicide Prevention Day, 10 September. As the riders' journey across the island, they will raise awareness of mental health and suicide prevention, while also experiencing the beauty and diversity of Sri Lanka — from its coastal roads to its lush inland landscapes.

For Heritage Hotels & Resorts, this partnership goes beyond sponsorship. It reflects the brand’s belief in the transformative power of travel — the ability to step away, [discover something new](#), refresh one’s perspective, and find balance. At a time when conversations around mental wellbeing have become more urgent than ever, Heritage champions the idea that Travel Heals, offering spaces where guests can ground themselves, reconnect, and be nourished in body and mind.

As a leading hospitality group with resorts across Sri Lanka and beyond, Heritage has long been a proponent of [sustainability](#), culture, and community. Supporting the CCC Bikeathon is an extension of that ethos, aligning with the values of courage, compassion, and commitment, while lending strength to an initiative that gives thousands of Sri Lankans a voice, and more importantly, hope.

“Through this partnership, we are not only supporting a vital cause but also reaffirming our role

as a corporate entity with a responsibility to society,” said Stasshani Jayawardena, Chairperson, Aitken Spence PLC. “Travel Heals is a philosophy we live by, and this collaboration allows us to extend its meaning far beyond our resorts, into the very communities we serve.”

Heritage Hotels & Resorts invites all Sri Lankans and Travellers alike to support the Bikeathon, celebrate life, and embrace the healing power of travel.

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