

**HELP TO CREATE THE LATA EXPO ‘TOUCAN TREE’ IN SUPPORT OF** [**THE LATA FOUNDATION**](http://WWW.LATAFOUNDATION.ORG)

**A bird with a colorful beak on a branch

Description automatically generated with low confidence**

Once again, [LATA Expo](https://lataexpo.travel/), which this year celebrates its 10th anniversary edition, taking place between 18 and 20 June 2023 at Battersea Evolution, London, welcomes its charitable arm, the [LATA Foundation](http://www.latafoundation.org), to raise awareness and funds for those most in need in Latin America.

Delegates attending LATA Expo will be encouraged to decorate a jungle scene with colourful toucans creating the ‘LATA Expo toucan tree’. Participants will pay a contribution to place their toucan in the jungle with the aim of creating a spectacular toucan filled montage by the end of the three-day conference with the charity setting a £1000 fundraising target.

LATA Foundation volunteers will also be celebrating the return of life size toucan ‘Tito the toucan, who will be braving the UK’s hot weather with full beak and furry body suit to round up the troops to create the toucan tree.

The LATA Foundation was set up by the Latin American travel industry to support grassroots projects throughout Latin America. Its ambition is to help to transform lives, offer practical training and skills to empower local communities and support vital environmental and conservation projects.

Colin Stewart, chairman of LATA and LATA Foundation trustee says:

“Toucan do it! We are delighted to be raising funds once again for the LATA Foundation with the toucan tree initiative. It’s been a tough few years for the foundation and unsurprisingly funds were dramatically diminished during the pandemic, especially due to the fact that many of our regular donors are from the travel sector. We encourage delegates at LATA Expo to get involved with this initiative but also to meet with the LATA Foundation representatives to discuss how their companies may be able to get involved. Now that travel is picking up to Latin America, we encourage companies that sell the region to consider making regular donations to the charity.”

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For more information on LATA Expo, please visit [www.lataexpo.travel](http://www.lataexpo.travel)

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To discuss supporting the LATA Foundation or to set up a meeting during LATA Expo with the LATA Foundation volunteers, please email [fundraising@latafoundation.org](mailto:fundraising@latafoundation.org)