

Mövenpick Hotels & Resorts supports families in need with launch of 'Kilo of Kindness' charity drive



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Guests and residents asked to donate at least one kilo of food, clothing and educational supplies to disadvantaged communities around the world

Bangkok, Thailand, 23 August, 2017 - Mövenpick Hotels & Resorts is calling on guests and residents to help families in need around the world as it launches its 2017 'Kilo of Kindness' charity drive.

This global campaign, which marks the UN International Day of Charity on 5 September, asks for donations of food, clothing and educational supplies to help support the communities that are home to Mövenpick properties.

Big-hearted guests and visitors are invited to drop off at least one kilo of supplies at any participating hotel, with 46 Mövenpick properties around the globe involved in the campaign, which runs from 1-15 September.

Educational supplies in demand include books, notebooks and stationery such as pens, pencils, rulers, erasers, sharpeners and glue. Clothing donations will be well received too, as well as canned and dried (unperishable) foods such as rice, beans, oats, pasta, cereals, flour and powdered milk.

Donations can be dropped off in hotel lobbies and will then be distributed to disadvantaged local communities by the charities each property has partnered with.

"While this is a global campaign, it's very much a locally-focused initiative that aims to unite our guests and residents to support a good cause - giving back to the communities where our hotels and resorts are located," said Olivier Chavy, President and CEO, Mövenpick Hotels & Resorts.

"By donating educational supplies and other essentials, they can help support underprivileged families, giving them a chance to learn and develop, providing them with hope for a brighter future."

Last year, 926 kilos of supplies were donated to 12 participating hotels - a figure Mövenpick hopes to surpass with this year's expanded campaign. While each guest is encouraged to donate a 'Kilo of Kindness', all contributions will be gratefully received.

The 'Kilo of Kindness' campaign is part of 'Shine', Mövenpick's global corporate social responsibility programme. Shine's initiatives are grouped around three pillars — Environment, Employer and Social Sustainability — with Education the common focus.

For more information on participating hotels and the charities they are supporting, visit www.movenpick.com/akiloofkindness.

Brand Social Media handle: @MovenpickHotels
Hashtag: #AKiloOfKindness

For further information or high-resolution photography, please contact:

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About Mövenpick Hotels & Resorts:

Mövenpick Hotels & Resorts, an international upscale hotel management company with over 16,000 staff members, is represented in 24 countries with over 80 hotels, resorts and Nile cruisers currently in operation. Around 20 properties are planned or under construction, including those in Chiang Mai (Thailand), Al Khobar (Kingdom of Saudi Arabia) and Basel (Switzerland). Focusing on expanding within its core markets of Europe, Africa, the Middle East and Asia, Mövenpick Hotels & Resorts specialises in business and conference hotels, as well as holiday resorts, all reflecting a sense of place and respect for their local communities. Of Swiss heritage and with headquarters in central Switzerland (Baar), Mövenpick Hotels & Resorts is passionate about delivering premium service and culinary enjoyment - all with a personal touch. Committed to supporting sustainable environments, Mövenpick Hotels & Resorts has become the most Green Globe-certified hotel company in the world. The hotel company is owned by Mövenpick Holding (66.7%) and the Kingdom Group (33.3%). For more information, please visit www.movenpick.com.

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