



Press Release

30TH JULY 2024

Accor Hotels in Phuket Rally for the 'Accor Heartbreak Hill Mini-Marathon 2024', Driving Community Change

**THE EVENT RAISED THB 2.2 MILLION TO SUPPORT UNDERPRIVILEGED
CHILDREN IN PHUKET**



Showcasing a remarkable commitment to community spirit and charitable giving, Accor hotels and resorts in Phuket, together with ALL, Accor's lifestyle loyalty program, successfully organized 'The Accor Heartbreak Hill Mini-Marathon 2024' on 14th July at Nai Harn Beach and along Promthep Cape. This fundraising event aimed to create a positive impact on Phuket communities.

The event attracted over 3,500 runners, participants, partners, and sponsors, collectively raising over THB 2.2 million. These funds will be directed towards several initiatives focused on supporting underprivileged children and providing educational



opportunities in Phuket. The contributions and efforts from all involved will create a long-lasting impact, benefiting the future of children in Southern Thailand.

'The Accor Heartbreak Hill Mini-Marathon 2024' was a celebration of community spirit and collective effort. Participants appreciated the opportunity to contribute to a worthy cause, aiming to empower the next generation and provide them with the tools they need to succeed, all while enjoying a day of fitness and fun.

Ianic Menard, Vice President of Operations, Thailand, Laos, Cambodia and Myanmar, Accor, emphasised the importance of community involvement, stating, *"Caring for people is deeply embedded in Accor's values. Our commitment to supporting the growth and development of the communities we serve is steadfast. By empowering children with education and resources, we not only help them succeed but also foster stronger, more resilient communities. It is our privilege to be an integral part of each community we operate in, and events like this reflect our team's dedication to making a meaningful impact. The efforts of our Heartists in Phuket, who worked passionately to bring this event together, are a testament to our commitment to positive change."*

Accor believes that hotels are rooted in their local ecosystems, and preserving and supporting these communities is essential. By fostering and deepening local relationships and integration, Accor can better address local challenges and needs, effectively supporting and engaging with each community to make a positive impact and raise awareness.

This event is the seventh annual event reflecting Accor's commitment to community engagement. Accor remains convinced that together, a stronger community can be built, ensuring a positive contribution to the development of each community where they are present and operate.

With the combined efforts of all participants, the Accor Heartbreak Hill Mini-Marathon 2024 showcases the true spirit of unity and generosity, empowering young generation and driving lasting change in Phuket.

Accor's hotels across the MGallery, Pullman, Mövenpick, Grand Mercure, Handwritten Collection, Novotel, ibis, and ibis Styles brands in Phuket participated in this event.



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IMAGE LINK: [CLICK HERE](#)

ABOUT ACCOR

[Accor](#) is a world-leading hospitality group offering experiences across more than 110 countries with 5,600 properties, 10,000 food & beverage venues, wellness facilities and flexible workspaces. The Group has one of the industry's most diverse hospitality ecosystems, encompassing more than 45 hotel brands from luxury to economy, as well as Lifestyle with Ennismore. Accor is focused on driving positive action through business ethics, responsible tourism, environmental sustainability, community engagement, diversity, and inclusivity. Founded in 1967, Accor SA is headquartered in France and publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACCYY) in the United States. For more information, please visit group.accor.com or follow us on [X](#), [Facebook](#), [LinkedIn](#), [Instagram](#) and [TikTok](#).

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