

Park Hotel Group’s takes their loving hospitable nature to the children of Singapore Children’s Society this Christmas.

3 December 2014

“Love only grows by sharing. You can only have more for yourself by giving it away to others.”
 — [Brian Tracy](#)

Park Hotel Group’s Christmas campaign #sharethelove aims to spread and grow the feelings of love all around us this season. #sharethelove launches 5th Dec on Facebook, followed by 3-day activation at Knightsbridge, Orchard Road.

The 1st phase will be launched through a Facebook app designed to help Park Hotel Group distribute the 1500 gifts prepared for our fans in this festive season. In the spirit of giving, the user upon receiving a gift may choose to keep it for oneself, send it to a friend, or donate it to Singapore Children’s Society. Park Hotel Group will #sharethelove and amplify all donations to Children’s Society by about 25% of the gift in cash value.



The 2nd phase will see the entire corporate office (40-strong), including the senior management led by CEO Allen Law of Park Hotel Group, taking to the streets of Orchard Road from 19th December to 21st December. During these three days, they will be giving out free ice cream and Park Hotel Group’s signature heart-shaped cookies to spread the Christmas cheer to shoppers/pedestrians. We welcome people to join us in sharing the love and contribute a token amount to Singapore Children’s Society.

The senior management will kick-start the weekend of ice cream distribution at Knightsbridge from 12 noon onwards on 19th December.

They have also organized a special lunch affair for the children and youth from RoundBox, one of the service centres run by Children’s Society, at Mitzo at Grand Park Orchard – whose official launch was held the night before.

The kids will be enjoying Chef Nicky’s special lunch menu and an array of festive mocktails concocted by Head Bartender Jacek Piasecki. Each kid will go home with a present, handpicked by the directors and personally wrapped by the directors themselves.

“If it weren’t for the love and support from our guests and friends, we wouldn’t have the success we have today. The team is grateful and very excited to be giving back to the community this Christmas.

The foundation of Park Hotel Group's loving hospitality is built upon loving our guests, our employees and the community at large. This Christmas, #sharethelove is taking that idea a little further. By getting members of the public to participate with us, we generate greater awareness for such a cause. Together, we can bring more smiles to the people around us and touch more lives in need.' says CEO of Park Hotel Group, Mr Allen Law.

The group aims to raise at least S\$10,000 for Singapore Children's Society over the campaign period. In the spirit of the #sharethelove campaign, Mr Law will personally donate twice the sum that was raised.

About #sharethelove Facebook app

URL: bit.ly/sharethelovewithparkhotelgroup

Date: 5th December to 26th December 2014

About #sharethelove ice cream giveaway @ Orchard Road

Location: Knightsbridge

Date: 19th December to 21st December 2014 (activity to stop in case of wet weather)

Time: 12nn to 6pm

About Singapore Children's Society

(www.childrensociety.org.sg | www.facebook.com/SingaporeChildrensSociety)

Singapore Children's Society protects and nurtures children and youth of all races and religions. In 2013, the Society reached out to 72,640 children, youth and families in need. Established in 1952, its services have evolved to meet the changing needs of children. Today, Children's Society operates 10 service centres islandwide, offering services in the four categories of: Vulnerable Children Services, Children and Youth Services, Family Services, and Research and Advocacy. The charity's Patron-in-Chief is President Tony Tan Keng Yam, President of the Republic of Singapore.

About Park Hotel Group

Park Hotel Group is one of Asia Pacific's best hospitality groups. The Group manages, owns and develops Park branded hotels around the Asia Pacific. Established since 1961, Park Hotel Group grew rapidly from its first hotel in Hong Kong to the current portfolio of 12 properties across five countries and eight cities in the region, with access to over 3,600 rooms.

Committed to delivering exceptional service with love and passion, the acclaimed Park Hotel Group has established a track record of operating successful hotels. As it strives to be a world-renowned brand in hospitality, Park Hotel Group continues to focus on its footprint expansion through acquisitions and hotel management services.

Park branded hotels include the luxury **Grand Park** and the upscale **Park Hotel**.

Grand Park is a luxury hotel and resort brand synonymous with premium accommodation, facilities, service and comfort designed for discerning business and leisure travellers. Grand Park hotels can be found in Singapore, China and Japan.

Park Hotel is an upscale hotel and resort brand symbolising utmost convenience, personalised services and high standards of amenities carefully crafted to please business and leisure travellers. Park Hotels can be found in Singapore, Hong Kong, Indonesia and Thailand.

Park Hotel Group's portfolio of properties comprises

Singapore



Media Release

- Grand Park Orchard
- Grand Park City Hall
- Park Hotel Clarke Quay
- Park Hotel Alexandra (2015)
- Park Hotel Farrer Park (2016)

Indonesia

- Park Hotel Nusa Dua Bali (2015)

Thailand

- Park Hotel Khao Lak Beach Resort Phang Nga (2015)

Hong Kong

- Park Hotel Hong Kong

China

- Grand Park Xian
- Grand Park Wuxi
- Grand Park Kunming

Japan

- Grand Park Otaru

For more information on Park Hotel Group, please log on to parkhotelgroup.com

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