

# Hotels Show Off Global Fundraising Results!



*Runners at the start line outside Park Plaza Westminster Bridge London*

PPHE Hotel Group came together in a global fundraising drive for World Childhood Foundation [www.childhood.org](http://www.childhood.org), Breast Cancer Care [www.breastcancercare.org.uk](http://www.breastcancercare.org.uk), The Pink Ribbon Foundation [www.pinkribbonfoundation.org.uk](http://www.pinkribbonfoundation.org.uk), Nottinghamshire Wildlife Trust [www.nottinghamshirewildlife.org](http://www.nottinghamshirewildlife.org) and Sleepsmart Streetsmart [www.streetsmart.org.uk/about-sleepsmart](http://www.streetsmart.org.uk/about-sleepsmart) throughout autumn and winter 2016.

September saw the start of Carlson Rezidor Hotel Group's Responsible Business Action Month, where each of the Group's hotel brands contributed with fundraising activities that aligned with the needs of their individual communities and brand identities for the entire month.

Park Plaza Hotels & Resorts properties across Europe took part via the creative campaign; 'Save Tomorrow's Trees Today', designed to encourage reforestation. Land was prepared for the planting of 40 trees to represent the 40 Park Plaza hotels across the globe where the trees will restore an area of native woodland in Nottingham's Idle Valley Nature Reserve. Other fundraising initiatives included Coconut Tree themed cocktails and mocktails, hotel check-out donation and cake sales with funds raised donated to the World Childhood Foundation.



*Andrew Swindells, Chief Operating Officer, PPHE Hotel Group and Tom Waldron-Lynch, previous General Manager, Park Plaza Nottingham at the Idle Valley Nature Reserve with Rob Atkinson, Senior Reserves Officer at the Nottinghamshire Wildlife Trust*

Hotels and outlets across PPHE Hotel Group joined together in October to support Breast Cancer Awareness Month with donations going to The Pink Ribbon Foundation, Breast Cancer Care and Egészség Hídja Összefogás in Hungary. The campaign included initiatives such as selling cakes for the Breast Cancer Bake Off, bring-and-buy sales, Strawberry Afternoon Tea and The Great Park Plaza Relay which saw teams compete against one another in a relay race between the five centrally-located Park Plaza hotels in London.

PPHE Hotel Group's hotels and outlets across the UK and Netherlands signed up to support homeless charities StreetSmart Sleepsmart in November. The hotels invited guests to add a voluntary £1 donation to their hotel and restaurant bills, aiding the charity to tackle homelessness by providing advice, advocacy and shelter among many other essentials.

The initiative runs throughout the colder months of November and December with 100% of donations going to help the homeless and underprivileged in the cities where the money is raised.