

PRESS RELEASE

IMMEDIATE RELEASE

**FESTIVE WITH A CAUSE: CAPELLA HOTELS AND RESORTS DEDICATES TO
GIVING BACK THIS CHRISTMAS**

The leading hospitality group is dedicated to offering hope and support to youths in need in line with their Capella Youth initiative.



(Singapore, 6 November 2020) As the world works together to recover from the impacts of COVID-19, Capella Hotels and Resorts pledges to support the youths of their community with the launch of their **Capella Youth initiative**, just ahead of the festive season.

Focused on empowering younger generations to create a better tomorrow, the Capella Youth initiative is an ongoing programme, whereby each property within the esteemed portfolio will work with long-



term charitable partners to give back to the community. The initiative was born out of the recognition that opportunity arises from education. Now, more than ever, the Capella Hotels and Resorts team wishes to galvanise their local communities and enable them to thrive for years to come.

Launching in time for the holiday season, the inaugural partnerships are as follows:

Capella Singapore

Capella Singapore is making this festive season all the more special by working with the Association for Persons with Special Needs (APSN) on two unique initiatives, which will allow guests to support a worthy cause while standing a chance to spend the festive season at Capella Singapore with their loved ones. Working synergistically with Association for Persons with Special Needs (APSN), the property empowers youths to harness their full potential through curated mentorship opportunities.

Capella Singapore's first festive initiative will be an online auction to raise funds for APSN, whereby guests will be able to bid online¹ to win an exclusive staycation package over the festive season, which will include seasonal epicurean experiences. Four stays are up for grabs, with two on Christmas Eve and two on New Year's Eve. In addition to the online auction, Capella Singapore will be inviting long-stay residents and colleagues to play 'Secret Santa,' and ensure that the children protected by APSN receive a special gift this year.

Capella Bangkok

Having welcomed its first guests in October this year, Capella Bangkok is committed to a longterm partnership with "Wat Wang Pla Cheed" school in Nakhon Nayok district. In December, Capella Bangkok will kickstart the collaboration by supporting the renovation of the school's canteen, with members of the culinary team curating a healthy menu for the students.

¹ The auction will be listed on [brand.com](https://www.brand.com) and guests will be able to submit their bid to CapellaCares@capellahotels.com.sg. The top 4 winning bids entitled the bidder to stay in Capella Suite on the date they bid for.

Guests of Capella Bangkok are invited to support the initiative over the festive season by purchasing star ornaments, which will adorn the hotel's Christmas tree.

Capella Ubud



Throughout December, Capella Ubud, Bali pledges to donate 5% of room revenue from direct bookings to the English for a Brighter Future initiative, which supports elementary students and youths in the Keliki village with complimentary English language classes.²

As English is the language of tourism in Bali, Capella Ubud hopes to enrich the lives of the local children and nurture them to become the hospitality leaders of tomorrow. Students are empowered to take charge of their education by collecting plastic waste in the neighbourhood in exchange for a place in the classroom; this, in turn, fosters love and respect for the environment. Proceeds from recycling the

² Valid for stays before 30th March 2021 with a minimum stay of two consecutive nights. 50% prepayment required upon booking



discarded plastic bottles are reinvested to purchase school books and further educational tools for the community.

Capella Shanghai

Capella Shanghai is kickstarting a collaboration with Shanghai Young Bakers, an empowering charitable initiative that provides French bakery training to marginalised Chinese youths who have been forced to drop out of school due to family circumstances and are unable to find stable employment.

Capella Shanghai is offering two 10-week internships, whereby students will receive one-on-one mentorship from Executive Chef Romain Chapel of one-Michelin-star le Comptoir de Pierre Gagnaire. Over the festive season, a portion of all proceeds from Capella Shanghai's Boulangerie will also be donated to Shanghai Young Bakers.

For more information about Capella Hotels and Resorts, please visit www.capellahotels.com

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ABOUT CAPELLA HOTELS AND RESORTS

The Capella Hotels and Resorts collection consists of properties in Singapore, Bangkok, Ubud, Shanghai, Sanya, and Düsseldorf. Joining the portfolio later this year is Capella Hanoi, designed by world-renowned architect Bill Bensley. Set to open in the coming years include properties in the Maldives, Sydney, and Chiang Mai.

The exceptional hospitality brand focuses on crafting authentic, cultural experiences for its guests, combining a legacy of thoughtful design with the highest level of personalised service. For more information please visit www.capellahotels.com.