



## CAPELLA HOTELS AND RESORTS LAUNCHES NEW PROGRAMS TIED TO ENVIRONMENTAL AND SOCIAL CAUSES

*Capella properties are giving back to local charities and organizations by hosting fundraising events, donating a percentage of their revenue, coordinating colleague volunteering efforts and more*

**New York, NY – October 14, 2019** – Award-winning luxury hospitality brand [Capella Hotels and Resorts](#) announced today a series of new initiatives at their properties in Singapore, Ubud, Bali and Shanghai intended to help support and give back to local communities. These initiatives, which include fundraising efforts to support Plastic ACTION (PACT), Trash Hero Indonesia, and local non-profits, embody the brand's continued commitment to social and environmental causes. Details of each property's initiatives as follows:

### **Capella Singapore's 10<sup>th</sup> Anniversary Celebrations - Plastic ACT(ion) Program**

- On October 11, 2019, the island sanctuary hosted a gala dinner in partnership with the World Wide Fund for Nature Singapore (WWF-Singapore) to raise funds for the non-profit's [Plastic ACTION \(PACT\)](#) program. The gala raised around \$115,000 that was donated to the initiative. This gala dinner also marked Capella Singapore's 10<sup>th</sup> anniversary.
- Started by WWF-Singapore, PACT is a voluntary business initiative to eliminate plastic pollution in nature, and assists businesses to curb their own plastic waste. Understanding how the hospitality industry contributes to the plastic problem, Capella Hotels & Resorts found this to be a natural partnership, as the brand seeks to support innovative means to decrease its environmental footprint.

### **Capella Ubud, Bali – Supporting Bali's Environmental Efforts**

- During the holidays, the tented camp retreat high in the hills of Ubud will be holding a 'Festive with a Cause' promotion (from December 1–31, 2019), with a percentage of online bookings made in December donated to [Trash Hero Indonesia](#).
- Trash Hero Indonesia is a national chapter of Trash Hero World, a global voluntary movement that is made up of non-profit organizations with the mission to bring communities together to clean the environment and to reduce waste through trash clean-ups, educational workshops on the environmental impact of trash, and long-term sustainable programs that empower communities to better reduce and manage waste. Proceeds from the month-long promotion will be utilized to support the Trash Hero Kids program, the Trash Hero Learning Center and the Trash Hero Kids Book that is currently being created by the non-profit to educate the younger generation on waste management.

### **Capella Shanghai, Jian Ye Li – Holiday Cheer for Local Non-Profits**

- During the holiday season, the elegant heritage property is embracing the spirit of giving with A Festive Twist promotion (from December 1–31, 2019). Disabled children from the community are invited to paint ornament cards with their wishes on it, which are then hung on the hotel's Christmas tree. Guests are invited to make a donation to help make these wishes come true.
- As part of the property's responsibility in sustainability practices, the hotel also has additional initiatives that include upcycling used soap from guest rooms and making them into an exclusive, hand-crafted Capella branded soap. The soaps will then be delivered to a nearby retirement home as special gifts from Capella Shanghai.
- The property is also launching a new care movement where the property's engineering team volunteers to do repair work for local retirement homes every quarter.

### **Looking Ahead: Capella Hotels and Resorts' to also launch 'Our Community Promise'**

As an extension of their efforts, Capella Hotels and Resorts will be introducing 'Our Community Promise,' which will see Capella's collection of hotels and their colleagues serve as mentors to the local youth. Capella colleagues will participate in supporting school initiatives, helping to build a strong sense of community for a sustainable future. Capella Hotels and Resorts understands that the true spirit of hospitality extends far beyond their property walls, which is why this engagement is so integral to their brand identity.

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### **ABOUT CAPELLA HOTELS AND RESORTS**

The Capella Hotels and Resorts collection consists of properties in Singapore, Ubud, Shanghai, Sanya and Düsseldorf. Capella Bangkok located on the banks of the Chao Phraya River will be joining the portfolio in a few months, as well as hotels in the Maldives and Sydney set to open in the near future. The exceptional hospitality group focuses on crafting authentic, cultural experiences for its guests, combining a legacy of thoughtful design with the highest level of personalized service. For more information visit [www.capellahotels.com](http://www.capellahotels.com).

For media enquiries, please contact:

Bullfrog + Baum (U.S. Public Relations Agency for Capella Hotels and Resorts)

Krista Ritterhoff + Kate Pressman

Office: (212) 255-6717

Email: [capella@bullfrogandbaum.com](mailto:capella@bullfrogandbaum.com)