

Press Release

PARADOR HOTELS & RESORTS ORGANIZING EARTH HOUR CAMPAIGN 2014



Tangerang (April 2014) – Earth Hour is an annual global event organized by **World Wide Fund for Nature (WWF)** that is held every last Saturday in May. This activity formed by turn off the unused lamps at home nor office for one whole hour. This program is aimed to raise awareness for a solemn act due the climate change. Earth Hour firstly held on 2007 in Sydney, then on 2008 more countries were joined and still continue ever since.

Regarding Earth Hour 2014, **Parador Hotels & Resorts (PHR)** as the hotel operator of Grand Atria, Atria, Ara, FameHotel, and Starlet Hotel held the Earth Hour campaign simultaneously in 6 cities which are managed for: **Atria Hotel & Conference Gading Serpong, Atria Residences Gading Serpong, Atria Hotel & Conference Magelang, Atria Hotel & Conference Malang, Ara Hotel Gading Serpong, and FameHotel Gading Serpong.** The campaign that has been done are:

- Do **“Turn Off The Lights”** in back area and back office, public area such as lobby and restaurant on March 29th, 2014 from 9.30 PM – 10.30 PM. We also invited the guests to participate on this program.
- Present a romantic dinner package **“An Intimate Romantic Dinner Experience”** in all 6 hotels outlet. This time, the dinner package was served differently than the regular menu which is Earth Hour themed.
- Organize Fun Walk Charity titled **“Walk for A light”** by invite in-house guests and public to enliven this world-wide program. Due this event, Parador hotel units were not only do the fun walk, but also distributed 60 LED lamps to unfortunate local area, houses, schools, and street stalls. LED lamp known as an energy-saving according to save-the-earth program.

The activities series starting campaigned from early March to Earth Hour day on March 29th, 2014. This program as **CSR (Corporate Social Responsibility) Global Program** that is been held for the first time by Parador on 2014.

Ricky Theodores as Chief Operating Officer said, “*Earth Hour 2014 campaign as a CSR program by Parador Hotels & Resorts is successfully done in 6 hotels that We managed, which are in Tangerang, Magelang, and Malang. This event is held as Our concern for the earth and universe. Turning off the lamps massively and change with energy-saving lamp for the person who needed, is one small thing that We do for the next generations. We hope this Earth Hour campaign could be repeated annually and become annual CSR program by Parador itself.*”

About Parador Hotels & Resorts

Launched in January 2013, Parador Hotels & Resorts has quickly become a recognized name in the hospitality industry. The management and staff dedicate themselves to becoming the most inspiring hospitality management team, with the ultimate goal being to manage 99 leading hotels, resorts and residences by the year 2024.

With a full range of services provided, Parador Hotels & Resorts have five brands in their portfolio including Grand Atria, Atria, Ara Hotels, Fame Hotels and Starlet Hotels. You will find a unique combination of humble Asian hospitality and professionalism throughout our range of hotels and resorts. Through our commitment to innovation, we are offering excellent alternatives to our guests and provide the best returns to all stakeholders. We take responsibility for quality, we deliver customer satisfaction and we act with integrity in all we do. Parador Hotels & Resorts will always be a company upon which an investor can depend.

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BRAND COLLECTION

