

‘Kilo of Kindness’ appeal turns into a ton of thoughtfulness at Mövenpick Hotels & Resorts.



Dubai (United Arab Emirates), 30 September 2015 – Mövenpick Hotels & Resorts has confirmed its ‘Kilo of Kindness for a treat of ice cream’ initiative resulted in 1,285 kg of school supplies, books and clothing for the less fortunate. The campaign launch coincided with the United Nations International Day of Charity on 5 September and ran for a week until 12 September 2015.

More than a dozen Mövenpick properties in the United Arab Emirates, Saudi Arabia, Kuwait, Qatar, Jordan, Pakistan and Thailand collected the items, for which donors were rewarded with a scoop of Mövenpick ice cream in return. Each hotel chose a dedicated charity or community project to support and requested items that would benefit that organisation’s operations.

The initiative is part of Shine, the company’s global sustainability programme, which aims to give back to the communities where it operates. Education is a common thread connected to the programme’s three pillars – Environment, Employer and Social Sustainability – therefore the focus on school supplies and books.

“We’re incredibly grateful for the overwhelmingly positive response to ‘A Kilo of Kindness’, which will benefit so many deserving causes,” said Gerard Hotelier, Vice President Operations, Middle East and South Asia. “A scoop of ice cream is really just a small gesture and it’s the generosity of the people who got involved that made a difference, so our thanks go to everyone who made the effort to drop off their kilo of kindness.”



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