

Mövenpick Hotels & Resorts lends a hand to people in need with the launch of its 2018 'Kilo of Kindness' global charity campaign

Successful initiative, now in its fourth year, calls on guests to donate at least one kilo of food, clothing and educational supplies to disadvantaged communities around the world.



Dubai, UAE, 14 August 2018 – Mövenpick Hotels & Resorts is lending a hand to people in need with the launch of its 2018 'Kilo of Kindness' global charity campaign.

Now in its fourth year, the successful initiative, which honours the United Nations International Day of Charity on 5 September, calls on guests to donate at least one kilo of food, clothing and educational supplies to disadvantaged communities around the world, with a focus on underprivileged youngsters.

This year more than 30 hotels across Africa, Asia, Europe and the Middle East are backing the campaign, which runs from 1-15 September. Guests and visitors are invited to drop off at least one kilo of supplies at any participating hotel lobby, which will then be distributed locally by the charities each property has partnered with.

High-priority items include books, notebooks and stationery such as pens, pencils, rulers and erasers; canned foods such as tuna, soup, fruit, vegetables and concentrated milk; dry foods like rice, beans, oats, pasta, cereals, flour, powdered milk, baby formula, tea and coffee; and clothing for adults and children.

Last year, 8,500 kilos of supplies were donated to participating hotels – a figure Mövenpick hopes to surpass with its 2018 campaign. While each guest is encouraged to donate a 'Kilo of Kindness', all contributions will be gratefully received.

"Our Kilo of Kindness initiative has grown from strength to strength and in 2018, we are rallying support company-wide and across as many channels as possible in the hope it will be the charity drive's most successful year yet," said Olivier Chavy, President and CEO, Mövenpick Hotels & Resorts.

"This is a global programme with a local focus – giving back to the communities where our properties are located and encouraging our colleagues and guests to do the same, which very much reflects Mövenpick's corporate values and its commitment to corporate social responsibility (CSR)."

The 'Kilo of Kindness' campaign is part of the company's global CSR programme, SHINE, which groups initiatives around three pillars – Environment, Employer and Social Sustainability – with Education the thread common to each.

For more information on participating hotels and the charities they are supporting, see below or visit www.movenpick.com/akilooofkindness

For further information, please contact:

Laura Perez Diaz
VP Communications Corporate
Shatha Tower Floor 39, Office 3903
Dubai, United Arab Emirates
laura.perez@movenpick.com

Tina Seiler
PR & Communication Manager Corporate
Oberneuhofstrasse 12 | 6340
Baar, Switzerland
Phone +41 41 759 19 28
tina.seiler@movenpick.com



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