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HILTON REACHES OUT TO CRISIS

Hilton UK & Ireland has donated over 2,000 blankets and pillows to support the Crisis Open Christmas Initiative in London, which sees the national homelessness charity providing temporary accommodation in six locations throughout London for over 1,200 homeless people for eight days.

"Our blanket stock was at an all time low this year and we were desperately looking for donations," said Maff Potts, Head of Crisis Open Christmas. "The donation of 2,000 blankets and pillows from Hilton came as a godsend and will make a huge difference to our guests."

Crisis have recently announced that the main venue for this year's Crisis Open Christmas will be the Millennium Dome in Greenwich, which will include a 'Be Inspired' area offering workshops in subjects such as IT, art and plumbing as well as basic medical and healthcare services for homeless people.

"We are pleased to be able to make a practical contribution to the Crisis Open Christmas because there is a real need. Crisis provides an invaluable service for homeless and vulnerable people and we cherish the opportunity to be able to help with this activity," said Wolfgang M. Neumann, Area President, Hilton UK & Ireland and Chairman of the Hilton in the Community Foundation.

Through the Hilton in the Community Foundation, Hilton UK & Ireland has donated nearly 40,000 items of linen to nationwide charities following an upgrade in all 77 hotels in the UK & Ireland.

Picture: Wolfgang M. Neumann, Area President Hilton UK & Ireland and Maff Potts from Crisis testing out the comfort of the blankets at the handover.



Notes to editor:

- Hilton UK & Ireland currently operate 77 hotels with over 15,000 bedrooms and 15,000 staff throughout the country.
- Hilton International (HI), an operating division of the UK based Hilton Group plc, owns the rights to the Hilton brand name throughout the world, with the exception of the USA. HI operates 394 hotels, with some 253 branded Hilton, 46 of which under Hilton Worldwide Resorts, plus 141 under the mid-market Scandic brand. Under a joint venture agreement, Hilton International and the North American based Hilton Hotels Corporation (HHC) share responsibility for the Conrad brand, which includes 16 hotels in 12 countries. Hilton International Grand Vacations Club (HIGVC) operates 176 time ownership properties in Egypt and Scotland.
- Hilton in the Community Foundation was registered as a charity in 2000. Under the banner of "Supporting Local Communities Worldwide" the Foundation aims to make a difference to those most in need. The chosen areas of focus for the charity are "Young People and Education", "Hospitality Training and Employment" and "International Disaster Relief". In 2004 more than £340,000 has been donated to numerous charitable causes, such as Teenage Cancer Trust, The Royal School for the Deaf, Treloars, The Outward Bound Trust and the Snowdon Awards Scheme.
- Committed to doing business in a responsible way, Hilton International's aim is to bring a positive benefit to the societies in which it operates through high quality services, economic growth, environmental protection, community involvement and employment.
- Further information about Hilton Group and its subsidiary companies is available online at www.hiltongroup.com

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