

# THE PENINSULA

H O T E L S

December 2014

## **SNOWPAGE IS BACK! THE SPIRIT OF GIVING - PENINSULA-STYLE**

*SnowPage creates holiday buzz at The Peninsula Hotels as he travels the world with the #SnowPage fundraising initiative, plus fun holiday experiences for all the family*

The Peninsula Hotels' lovable holiday ambassador, SnowPage, is back for the second year, raising spirits and funds for local Make-A-Wish chapters and children's charities in the group's hotels across the globe. Groupwide initiatives include the Trees of Hope, together with #SnowPage - a social media initiative that encourages participants to snap, share and tag a photo of the SnowPage, with The Peninsula Hotels making a donation for every tagged photo.

Featuring SnowPage as its theme, The Peninsula Hotels' annual Trees of Hope fundraising campaign is now in its 11<sup>th</sup> year across all hotels and has raised almost \$1,400,000 since its launch in 2003. Last year an additional \$900,000 was raised in The Peninsula Hotels' "Hope for the Philippines" festive campaign to aid victims of Tropical Storm Haiyan, and work has just commenced on The Peninsula Village, rebuilding homes and lives for 100 families.

This year sees a double approach to Trees of Hope fundraising, with two exclusive SnowPage holiday mementos for guests to buy and take home - a specially created glass tree ornament and a cute SnowPage soft toy. On sale at each Peninsula hotel, a percentage of the price of both items is donated to children's charities and the Make-A-Wish Foundation® chapter in each Peninsula destination.



*The Trees of Hope SnowPage ornament*

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### **#SnowPage: Inspiring a Season of Giving**

From December 1 through 31, 2014, individuals are encouraged to snap a photo of the SnowPage, post it to Instagram, Twitter, Weibo or Facebook with #SnowPage, follow @ThePeninsulaHotels and a donation will be made to Make-A-Wish® Foundation. The mischievous SnowPage can be spotted in Peninsula Hotels around the world, including as a soft toy and ornament, a life-size confectionary display in hotel lobbies, on cookies during Afternoon Tea and with specialty cocktails in our bars and lounges.

For more information, visit [peninsula.com/snowpage](http://peninsula.com/snowpage) or visit our dedicated [Facebook tab](#).



*The Trees of Hope SnowPage soft toy*

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## **SNOWPAGE IS BACK! THE SPIRIT OF GIVING - PENINSULA-STYLE – 3**

A holiday “must have”, the SnowPage soft toys and ornaments are inspired by the iconic Peninsula pageboy, yet with a light-hearted seasonal twist. A charming video, filmed at The Peninsula New York, goes behind the scenes of the hotel to create the magical SnowPage. Click [here](#) to see the video.

The Peninsula Hotels continues the holiday theme with dedicated “Trees of Hope Cocktails” and “Teas of Hope” – a festive version of the celebrated Afternoon Tea served at each Peninsula Hotel. Each cocktail and afternoon tea set includes an ornament, with Make-A-Wish and local children’s charities receiving a donation for every one sold.

The Peninsula Hotels’ special holiday website ([peninsula.com/snowpage](http://peninsula.com/snowpage)) showcases exciting seasonal experiences for the whole family at each hotel, including holiday feasts, dining and dancing, hampers and gift certificates for hotel stays, gourmet deals to make holiday shopping as easy as possible, and special winter-themed spa treatments to soothe dry, chapped skin.

Christmas 2014 also sees the introduction of a set of family-friendly fun experiences as part of the award-winning Peninsula Academy, ranging from “Thaiman” – making a SnowPage with flowers at The Peninsula Bangkok - to a chocolate class at The Peninsula Paris, creating and decorating gingerbread houses in Hong Kong, Tokyo, Manila and New York, and more.

Last but not least, for a little festive pampering, the Suite Experience at each hotel offers a collection of additional benefits, including roundtrip airport transfers, flexible check-in and check-out, unlimited mini-bar consumption, dinner for two and daily breakfast (terms and conditions apply).

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## SNOWPAGE IS BACK! THE SPIRIT OF GIVING - PENINSULA-STYLE – 4

### **About The Hongkong and Shanghai Hotels, Limited (HSH)**

Incorporated in 1866 and listed on the Hong Kong Stock Exchange (00045), The Hongkong and Shanghai Hotels, Limited is the holding company of a Group which is engaged in the ownership, development, and management of prestigious hotels and commercial and residential properties in key locations in Asia, the United States and Europe, as well as the provision of tourism and leisure, club management and other services. The Peninsula Hotels portfolio comprises The Peninsula Hong Kong, The Peninsula Shanghai, The Peninsula Beijing, The Peninsula Tokyo, The Peninsula Bangkok, The Peninsula Manila, The Peninsula New York, The Peninsula Chicago, The Peninsula Beverly Hills, and The Peninsula Paris. Projects under development include The Peninsula London and The Peninsula Yangon. The property portfolio of the Group includes The Repulse Bay Complex, The Peak Tower, The Peninsula Office Tower and St. John's Building in Hong Kong; The Landmark in Ho Chi Minh City, Vietnam; 1-5 Grosvenor Place in London, UK, and 21 avenue Kléber in Paris, France. The clubs and services portfolio of the Group includes The Peak Tram in Hong Kong; Thai Country Club in Bangkok, Thailand; Quail Lodge & Golf Club in Carmel, California; Peninsula Clubs and Consultancy Services, Peninsula Merchandising, and Tai Pan Laundry in Hong Kong.

Learn more at [www.peninsula.com](http://www.peninsula.com) or follow us on [Facebook](#).

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