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Earth Hour 2012: More than 120 Rezidor hotels participating

More than 120 Radisson Blu- and Park Inn by Radisson hotels across Europe, the Middle East and Africa participate in Earth Hour 2012: This coming Saturday at 8:30 pm they turn off their non-essential lights and other electrical appliances in order to raise awareness for the need to take action against climate change.

Earth Hour is an environmental initiative organized by WWF (World Wildlife Fund). It started in 2007 in Sydney, and soon became a global event. In 2012, households, businesses and governments in more than 5,200 cities in 135 countries worldwide will participate in Earth Hour.

Rezidor hotels take the opportunity to engage guests, employees and business partners during Earth Hour and arrange special events in the dark. The Radisson Blu Diplomat Hotel in Manama/Bahrain for example will organize a lecture with an environmental specialist. The guests of Radisson Blu Resort El Quseir/Egypt and Radisson Blu Gewandhaus Hotel, Dresden/Germany, will enjoy a candlelight dinner. The luxurious Radisson Royal Hotel, Moscow/Russia will totally switch off lights on its impressive historical façade.

“Earth Hour is an excellent opportunity to raise awareness and engage guests in Rezidor’s energy saving initiatives”, said Inge Huijbrechts, Director Responsible Business at Rezidor. “We clearly support WWF to go ‘Beyond the Hour’ and continue energy saving initiatives as part of our award winning Responsible Business programme.”

This long-standing and company-wide programme is based on three pillars: health & safety for guests and employees; respect for social & ethical issues within the company and community; and a reduced impact on the environment. In early 2012, Rezidor also launched “Think Planet”, an ambitious energy saving initiative which aims to save 25% on energy consumption by 2016.

For further information please contact:

Christiane Reiter, Director Corporate Communications
+32 2 702 9331, christiane.reiter@carlsonrezidor.com

Inge Huijbrechts, Director Responsible Business
+32 2 702 9295, inge.huijbrechts@carlsonrezidor.com

About The Rezidor Hotel Group

The Rezidor Hotel Group is one of the most dynamic and fastest growing hotel companies in the world. The group currently features a portfolio of 425 hotels with 93,000 rooms in operation and under development in 65 countries across Europe, the Middle East and Africa. Rezidor operates the core brands Radisson Blu and Park Inn by Radisson – as well as Hotel Missoni, a new lifestyle brand which is developed worldwide following a licence agreement with the iconic Italian fashion house Missoni.

Rezidor is part of the Carlson Rezidor Hotel Group, one of the world's ten largest hotel groups. Rezidor's long-standing, wide-ranging and award winning Responsible Business programme contributed to the group being named one of the World's Most Ethical Companies in 2012 for the third year.

For further information, visit www.rezidor.com and www.carlsonrezidor.com