



RHOMBUS INTERNATIONAL HOTELS GROUP

隆堡國際酒店集團

For Immediate Release

Rhombus Hot Nourishing Meals Outreach Campaign

(Hong Kong, 16 April 2014) - **Rhombus International Hotels Group** is pleased to announce its partnership with the *People's Food Bank* at **St. James' Settlement** (www.foodbank.sjs.org.hk) with a press conference which was held on Tuesday 15 April at Azure Restaurant *Slash Bar* atop Hotel LKF by Rhombus.

Supported by **Visa**, Rhombus has launched a **Happy Hour Privilege** at two of its restaurants, AVA Restaurant *Slash Bar* in Tsimshatsui and Azure Restaurant *Slash Bar* in Lan Kwai Fong. Every Monday to Friday from 5:00pm to 8:00pm, Visa Signature and Visa Infinite cardholders can exclusively enjoy four drinks with free flow canapés for two persons at only HK\$100 (inclusive of service charge).

From each transaction of this offer, a donation will be made towards St. James' Settlement for their hot meal service in providing nourishing meals to people in need. With this Happy Hour Privilege campaign, Rhombus aims to subsidize a total of 26,840 meal boxes.

Rhombus not only provides monetary donation to St. James Settlement; staff also volunteered their own time at the St. James' Settlement, Kwun Tong Centre, on 1 March in helping the hot meal package service. This was demonstrated by 'volunteers' from Rhombus International Hotels Group, St. James' Settlement and Visa, to the distinguished guests and media at the press conference.

Mr. Calvin Mak, Founder & President of Rhombus says "this campaign not only presents a special offer to Visa Signature and Visa Infinite customers, more importantly, it helps to contribute to the hard work achieved by St. James' Settlement. Rhombus is always committed to corporate social responsibility and giving back to those in need, helping where we can".

Speaking of this campaign and press conference, Mr. Cooke Cheung, Assistant Chief Executive Officer of St. James' Settlement, says "thank you to Rhombus and Visa for inviting St. James' Settlement to join this meaningful event and serving the community with heart. The donations can help the deprived to have nutritious meals".

"According to the Visa Affluent Survey conducted in 2014¹, two-thirds of the affluent in Hong Kong regularly donate to charity as part of their discretionary spending. It clearly demonstrates that Hong Kong people are charitable at heart and often they look for ways to serve our community whenever they can. The Rhombus Hot Nourishing Meal Outreach Campaign provides Visa Signature and Visa Infinite cardholders a fantastic opportunity to have a great time dining with friends, at the same time Rhombus is donating to charity for cardholders' every visit" said Mr. Tom Tobin, Country Manager of Visa Hong Kong and Macau.

¹ The Visa Affluent Study 2014 was conducted between November 2013 and January 2014 by TNS Singapore on behalf of Visa Inc. The Hong Kong component of the survey studied 500 credit cardholders aged between 25 and 55, who have household income of HK\$480,000 or above.



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Above (left to right): Ms. Ada Law, Director, Product, Visa Hong Kong; Mr. Eric Wang, Head of Consumer Products, Visa Hong Kong, Macau & Taiwan; Ms. Jenny Chan, Director of Operations, Rhombus International Hotels Group; Mr. Tom Tobin, Country Manager, Visa Hong Kong & Macau; Mr. Calvin Mak, Founder & President, Rhombus International Hotels Group; Mr. Cooke Cheung, Assistant Chief Executive Officer, St. James' Settlement; Ms. Connie Ng, Senior Service Manager, St. James' Settlement



Above: Distinguished guests and media at the press conference announcing Rhombus' Hot Nourishing Meals Outreach Campaign



Above (left to right): Mr. Cooke Cheung, Mr. Tom Tobin and Mr. Calvin Mak



Above: Ms. Jenny Chan giving her speech



Above: Mr. Cooke Cheung giving his speech



Above: Mr. Tom Tobin giving his speech

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Above (left to right): Mr. Calvin Mak, Ms. Jenny Chan, Mr. Tom Tobin and Mr. Cooke Cheung demonstrating the hot meal packing



Above (left to right): Mr. Calvin Mak, Ms. Jenny Chan, Mr. Tom Tobin and Mr. Cooke Cheung with the finished products of the meal box packing



Above: Azure's bartender, Vince, creating creative cocktails from the Happy Hour selection



Above (left to right): Mr. Calvin Mak, Mr. Tom Tobin, Mr. Cooke Cheung and Ms. Jenny Chan toasting the event with cocktails

In addition, Rhombus International Hotels Group was proudly recognised as a *Caring Company 2013/14* by the Hong Kong Council of Social Service (HKCSS), which promotes corporate citizenship, encouraging businesses to show social responsibility with the spirit to build a caring society. Establishing this campaign with St. James' Settlement enhances Rhombus' existing portfolio of CSR initiatives:

Crossroads Foundation / Oxfam / Salvation Army: Rhombus donates quality goods to these non-profit organisations, such as clothes, pillows, blankets, bathroom scales and furniture.

Foodlink: All surplus food from the hotels are collected by Foodlink, where it is delivered to shelters and to the needy in Hong Kong, minimising food wastage and simultaneously fighting hunger and poverty.

Hong Kong Committee for UNICEF (UNICEF HK): Since 2011, Rhombus has supported UNICEF HK by encouraging hotel guests to donate their spare change to help children in need in more than 190 countries worldwide. A UNICEF HK donation box is placed at all hotel lobbies to collect donations from hotel guests packed with designated envelopes.

Origin Charity Foundation: Since 2012, when dining at any of the hotel restaurants, a HK\$1 donation is added onto each guest bill and a HK\$5 donation onto the accommodation folio. All funds are donated to provide access to basic medical care and education towards various underprivileged groups in rural Mainland China.

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Soap Cycling: Partially-used soap is collected from all hotels by the charity, sanitised, recycled then distributed to underprivileged families and schools in disadvantaged regions in Asia-Pacific. The aim is to improve sanitation and hygiene in underprivileged areas, and in particular, reduce preventable child deaths in South East Asia.

The Community Chest / Walk for Millions: Since 2009, Rhombus staff has participated in Walk for Millions events, collecting donations to support The Community Chest in building a caring society.

For Visa Happy Hour Privilege reservations:
AVA Restaurant Slash Bar (852) 3550 0262
Azure Restaurant Slash Bar (852) 3518 9330

Organiser:



Beneficiary:



Supporting Partner:



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About Rhombus International Hotels Group

Rhombus International Hotels Group is a hands-on Owner-operated company focused on Excellence in hospitality operations and consulting. Founded in North America, Rhombus has over 27 years of experience in Canada, Europe and Asia. Awarded 'The Leading Hotel Management Company' at the Hong Kong Business High-Flyers Awards 2013, 'Best-in-Class Hospitality Management Company' at Mediazone's Hong Kong's Most Valuable Companies Awards 2013, and named 'The Best Hotels Group Corporate in China' at the China Hotel Investors Alliance Five Star Diamond Award 2013, Rhombus International Hotels Group currently manages Hotel Panorama by Rhombus, Hotel LKF by Rhombus, Hotel Bonaparte by Rhombus & Hotel Pennington by Rhombus in Hong Kong, China, and Rhombus Fantasia Chengdu Hotel in Chengdu, China. With the continuous success of our existing hotels, Rhombus International Hotels Group is poised for growth on an international scale as we continue to be the pioneer of excellent and versatile hospitality products and services on a worldwide basis.

www.rhombusinternational.com

Hong Kong, China:

About Hotel Panorama by Rhombus

Hotel Panorama by Rhombus was awarded the 'Most Outstanding Corporate Hotel' at the GHM Golden Awards 2013, 'Best Business Hotel in Guangdong Hong Kong Macau' by Let's Go Magazine 2009-2012, and the 'Certificate of Excellence 2012-2013' by TripAdvisor. AVA Restaurant Slash Bar, located atop Hotel Panorama by Rhombus, was recently recognised at the 'Hong Kong Top 10 Wine Pairing Restaurant Awards 2013', in conjunction with Wine.LUXE Magazine, named one of the 'Best Restaurants in Hong Kong & Macau' by Asia Tatler 2012-2014 and 'Best Restaurant' at DiningCity Hong Kong Restaurant Week Winter Edition 2012. Hotel Panorama by Rhombus, with its distinctive triangular architecture, is the tallest deluxe business hotel overlooking Victoria Harbour in Tsim Sha Tsui. It is located a mere 2-minute walk from the MTR East Tsim Sha Tsui Station, one stop from the MTR Hung Hom Station and a 5-minute drive from the Hong Kong China Ferry Terminal. Hong Kong's trendiest shopping district, malls and attractions, including K11 Art Mall, iSQUARE, DFS Galleria, The ONE and IMAX Theatre, are all within walking distance.

www.hotelpanorama.com.hk

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About Hotel LKF by Rhombus

Hotel LKF by Rhombus, a deluxe boutique hotel located in the heart of Lan Kwai Fong, has been delighting international jet-setters with its 5-star personalised service, premium design and ultra-comfortable guestrooms. Its list of awards and accolades is extensive and continuously growing; 'Asia's Top 5 Business Hotel' at NOW Travel Asia Awards 2013, 'Luxury Boutique Hotel' at the 2012 World Luxury Hotel Awards, 'Best Boutique Hotel' by TTG Travel Awards 2012, and 'Certificate of Excellence 2012-2013' by TripAdvisor. Azure Restaurant Slash Bar, situated at the pinnacle of Hotel LKF by Rhombus was recently recognised as 'Best Restaurants in Hong Kong & Macau' by Asia Tatler 2008-2014, 'Best Hotel Restaurant of the Week' at DiningCity Hong Kong Restaurant Week Winter Edition 2013, received the '100 Top Tables 2013' by South China Morning Post, 'Visitors' Choice Dining Awards 2013' by CityLife Magazine, was named 3rd 'Best Restaurant' at DiningCity Hong Kong Restaurant Week Summer Edition 2012, and ranked No. 7 in 'The World's 20 Best Sky Bars 2008' by The Sunday Times, UK.

www.hotel-LKF.com.hk

About St. James' Settlement

St. James' Settlement was founded by the Rt. Rev. Bishop R.O. Hall of the Anglican Church in 1949, the St. James' Settlement started her work as a club for boys and girls in a temple in Stone Nullah Lane, Wanchai. It was then developed to a six-storey building to provide diversified services, which included children, and youth services, elderly services as well as rehabilitation services to the needy continuously since 1963. In 1987, the headquarter; a multi-service community centre was opened in Stone Nullah Lane so that the scope of services can further be extended. In view of ever changing needs in the society, service centers have been found in the west of Kowloon and north of the New Territories. Up till now, there are altogether over 50 service points. By the end of 2012, there is about 1200 staff (including full time and part time staff) providing vast range of high quality welfare services for people of different ages and needs. All along, St. James' Settlement serves the community and needies, whom are kids, youngsters, families, mentally retarded people and elderly. We provide both community supports to residential care, from healthy to disabled persons' services. Everyday, we serve more than 10,000 times of people in Hong Kong.

www.sjs.org.hk

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