

Press Release

For Immediate Release

Sustainably Social The Mira Hong Kong Joins WWF Earth Hour 2017

14 March 2017, Hong Kong: To build the awareness of the alarming climate change and excessive energy consumption in a metropolis where light pollution is one of the major concerns, The Mira Hong Kong will join the **World Wildlife Fund's (WWF) Earth Hour campaign** on Saturday, 25 March 2017, in support of the global lights-off initiative.

Noticeably reducing its carbon footprint, the ISO-certified hotel will **shut down its non-essential lights across all facilities from 8:30pm to 9:30pm**, including exterior lights illuminating its signature fin wall façade. Air condition units in the Guest Floor corridors, hotel lobby and its dining and bar outlets, as well as the office space, will be set to 25 degrees Celsius minimum.

Toasting to a bright future of the planet with lights off, Vibes, the “green lungs” of the hotel and the open-air lounge bar hidden in the courtyard terrace, will shut down its colorful LED tree planter boxes and serve more conscious than ever drinks including **local craft beers and organic spirits**, such as Crop Organic Vodka, Farmers Organic Gin, Abelha Organic Cachaca and Montelobos Organic Mezcal at **happy hour prices** from 6:30pm till 9:30pm with live DJ setting the mood.

Contributing to WWF's long-term vision of transforming Hong Kong into a sustainable, low-carbon city apart from environmental objectives set every quarter within the framework of ISO 14001 certificate (2012), on a day-to-day basis The Mira Hong Kong is a proud partner of several local organizations battling the alarming issue of food waste and hunger. The hotel also takes part in soap cycling and glass recycling programs.

A stylish and tech-friendly retreat in the middle of Tsim Sha Tsui bustling with urban sprawl, The Mira Hong Kong was one of the first hotels in the city to introduce sustainable alternative of limousine transfers with an all-electric Tesla Model S in 2014. Following paperless check-in procedures, all hotel guests have access to over 4,500 international titles from around the world online, while the use of in-room printed collaterals is further reduced to absolute minimum with all essential information and daily communication loaded onto TV infotainment.

“Each and every year Earth Hour is the time when we all ask ourselves: how sustainable as a business are we and what else can be achieved to address the carbon footprint issues. The Mira Hong Kong is a proud supporter of the annual Earth Hour campaign and on a daily basis we challenge ourselves to get involved in as many initiatives and sustainable business practices as possible to create a greener future for the local community,” said Gerhard Aicher, General Manager of The Mira Hong Kong.

About The Mira Hong Kong

The Mira Hong Kong is a smoke-free, designer hotel with 492 boldly accented guest rooms, including a collection of 56 suites and specialty suites. Overlooking the lush Kowloon Park and centrally located in Tsimshatsui, the heart of Hong Kong's commercial, shopping, dining and entertainment district, the hotel

easily connects guests to all parts of the vibrant metropolis; being a short walk from MTR stations and the Star Ferry. From free high-speed Wi-Fi throughout entire hotel, complimentary portable Wi-Fi device for use on the go, high-end Bose iPod docking stations and wirelessly controlled on-screen infotainment, to intuitive ambient lighting controls the hotel stands out among 21st century hospitality choices in Hong Kong.

The Mira Hong Kong is a member of Design Hotels™.
www.themirahotel.com



Dimmed lights and idle air-cons will contribute to cutting down the carbon footprint



Hotel's open-air lounge bar will go unplugged for one hour serving 1-for-1 drinks and DJ beats in the dark



Electric limousine alternative with Tesla Model S is a ride with zero CO2 or noise emissions for modern jetsetters



LED chandelier at Cuisine Cuisine restaurant is an example of hotel's electrifying interiors where cutting-edge design and technology come hand in hand to save energy

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