

## Press Release

For Immediate Release

### **The Mira Hong Kong Supports the 2014 Earth Hour**

*17 March 2014, Hong Kong:* In support of the global initiative to make a green difference the ISO 14001 certified The Mira Hong Kong will yet again participate in the World Wildlife Fund's Earth Hour campaign by visibly reducing its carbon footprint on Saturday, 29 March 2014.

In line with green philosophy marked by ISO 14001 certificate, Hong Kong's tech-friendly hotel pioneer and Design Hotels™ member property renowned for contemporary interiors rigged with cutting-edge technology will power off all non-essential lights across the building and its facilities from 8:30pm to 9:30pm. These will include exterior up lights, service lift lobby, loading bay and rooftop signage, as well as the signature fin wall façade lights above the main entrance, bullet lift lobby, 3/F lobby and water fountain illumination in the pre-function foyer.

At the same time, air conditioners in the 6/F – 17/F Guest Floor corridors, hotel dining and bar outlets, ground floor lobby as well as admin office in the B2 level and staff pantry, will all be set to 25 degrees Celsius minimum.

"Implementing, maintaining, and continually improving environmental performance in accordance with ISO 14001 requirements has become a daily effort for The Mira Hong Kong's Team Members. Among environmental goals for first half of 2014 we committed to creating a roof top garden on our hotel building. Making a green statement through participating in Earth Hour sends another visible signal to hotel's Guests and our lively neighborhood", said Gerhard Aicher, General Manager of The Mira Hong Kong. "We actively encourage travellers staying with us to join the global effort via all communication channels at our disposal."

On the evening, local community is invited to gather at the hotel's "green lungs" - the open-air lounge bar Vibes – filled with lush frangipani trees, while diners at the enlightened wine destination WHISK will be recommended organic wine selection by restaurant sommelier.

#### **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 mobile solutions with free data, local and international calls as well as access to personalized concierge service on the move, high-end Bose iPod docking stations, wirelessly controlled on-screen infotainment, intuitive ambient lighting controls, to little details that make a difference, such as in-room safety box in which guests may charge their laptops, the hotel stands out among 21st century hospitality choices in Hong Kong.

*The Mira Hong Kong is a member of Design Hotels™, HIP Hotels, Tablet Hotels and Kiwi Collection.*

[www.themirahotel.com](http://www.themirahotel.com)



***Culinary Team of The Mira Hong Kong setting up the ambient candle lights at WHISK with sustainable joy***



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



***Kowloon's best kept secret open-air lounge bar and hotel's "green lungs" Vibes***



***LED chandeliers and abundance of natural light save energy at WHISK daily***



***Every evening, WHISK transforms itself into the enlightened wine destination where candles are the dominating source of light***

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