

Press Release

For Immediate Release

The Mira Hong Kong Takes Part in WWF Earth Hour 2015 Electric Pledge for Zero Emissions Hotel Limousine Transfers

18 March 2015, Hong Kong: A committed supporter to the global initiative of making a green difference the ISO 14001 certified member of Design Hotels™, 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, 28 March 2015. A new pledge for this year is the complimentary upgrade of all limousine transfers booked on the Earth Hour day to an electric vehicle alternative.

From 8:30pm to 9:30pm on the day of Earth Hour, Hong Kong's tech-friendly design hotel pioneer renowned for bold contemporary interiors rigged with cutting-edge technology will power off all non-essential lights across the building and its facilities, including exterior lights illuminating its recognizable fin wall façade. Air conditioners in the Guest Floor corridors, hotel lobby and its dining and bar outlets, as well as back office, will be set to 25 degrees Celsius minimum.

Having recently introduced a sustainable option of limousine transfers with an award-winning Tesla Model S, to further encourage its eco-friendly stance on the day of Earth Hour, all traditional Mercedes S class limousine transfers booked for 28 March will be upgraded to an electrifying ride.

"Our latest addition of eco-friendly limousine service is another step towards providing our Guests with a sustainable option reducing the carbon footprint attributed to travelling. We aim to highlight that eco-friendly choices can be stylish and cool," said Gerhard Aicher, General Manager of The Mira Hong Kong. "We will actively encourage modern travellers staying with us on that day to join the global commitment and power off unnecessary electric appliances in the evening. It's only natural that we continuously participate in the Earth Hour initiative sending a visible signal to our Guests and our neon-lit neighborhood Tsim Sha Tsui where light pollution is one of the major issues."

Apart from environmental objectives set every quarter within the framework of ISO 14001, 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, as well as soap cycling and glass recycling programs.

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



Eco-friendly and uber-cool Tesla Model S is an award-winning all-electric car with impressive performance and zero CO2 or noise emissions



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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