

Press Release

For Immediate Release

The Mira Hong Kong Joins WWF Earth Hour 2016

14 March 2016, Hong Kong: In support of the global lights-off initiative, The Mira Hong Kong will join the Earth Hour campaign on Saturday, 19 March 2016. In an attempt to visibly reduce its carbon footprint and raise awareness of climate change in a metropolis where light pollution is one of the major concerns, 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 conditioning units 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.

In celebration of this annual ecological initiative organised by World Wildlife Fund (WWF), the green open-air lounge bar hidden in the 5F courtyard terrace, Vibes, will shut down its colorful LED tree planter boxes and serve buy-one-get-one-free drinks in the darkness of the night with live DJ setting the mood. “Vibes Unplugged” event during the Earth Hour will further help to build the awareness among patrons of the music bar that is highly popular among locals and hotel guests alike.

Within the current set of goals under ISO 14001 program, The Mira Hong Kong participates in the Charter on External Lighting in 2016 organized by the Environmental Bureau (ENB) where exterior signage lights are switched off overnight from 00:00 midnight. The hotel is also progressing with completion of two large-scale projects to reduce energy consumption: its chiller plant optimization and implementation of energy-efficient LED lighting across the property, which was completely revamped in 2009.

“It’s only natural that we continuously participate in the Earth Hour. While each annual campaign serves as a reminder to us all, on a daily basis we are involved in a number of eco-friendly initiatives and sustainable business practices in order to reduce the global footprint and support the local community,” said Gerhard Aicher, General Manager of The Mira Hong Kong.

Apart from environmental objectives set every quarter within the framework of ISO 14001 certificate acquired in December 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, as well as takes part in soap cycling and glass recycling programs.

As a tech-friendly design-driven hotel, The Mira Hong Kong was one of the firsts in the city to introduce a sustainable alternative of limousine transfers with an award-winning Tesla Model S back in November 2014. All hotel guests have access to over 4,000 international titles and same day press from around the world online, while use of in-room printed collaterals is further reduced to absolute minimum with all necessary information loaded onto TV infotainment.

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™, HIP Hotels, Tablet Hotels and Kiwi Collection.
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, eco-friendly Tesla Model S is an award-winning all-electric car with zero CO2 or noise emissions

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