

## Press Release

For Immediate Release

### **The Mira Hong Kong Supports the 2013 Earth Hour**

*19 March 2013, Hong Kong:* In support of the global initiative to make a green difference the ISO 14001 certified design hotel will participate in the World Wildlife Fund's campaign by visibly reducing its carbon footprint during the Earth Hour on Saturday, 23 March 2013.

In line with green philosophy marked by ISO 14001 certificate, Hong Kong's only Design Hotels™ member 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" 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. Making a green statement through participating in Earth Hour sends another vivid signal to hotel's Guests and bustling with life neighborhood.

To further increase the awareness amongst the local community on that evening, Vibes - hotel's open-air lounge bar filled with lush frangipani trees and lit with candles - will be serving refreshingly green and free welcome cocktails and mocktails from 7pm onwards to all Guests wearing shades of green.

#### **About The Mira Hong Kong**

The Mira Hong Kong is a smoke-free, design hotel with a total of 492 boldly accented guest rooms, including a collection of 56 suites and meticulously designed specialty suites. Centrally located in Tsimshatsui, the heart of Hong Kong's commercial, shopping, dining and entertainment district and a close walk to the local underground, railway stations and the Star Ferry, the city's only Design Hotels member, easily connects to all parts of the vibrant metropolis.

MiraSpa is an award-winning 21st century spa concept managed by the hotel. Complemented by the indoor infinity-edge pool and fitness centre, the spa encompasses 18,000 square-feet of total fitness, beauty and wellness.

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

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



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



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



*Wear green and nestle a refreshing free welcome cocktail or mocktail at Vibes after 7pm*

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For media enquiries or additional images, please contact:

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