

Radisson Groups New Initiative ‘Make a Difference’

Radisson Hotel Group launched a new charitable initiative, working in collaboration with SOS Children’s Villages International, ‘Make a Difference’, which will continue till 31 March 2019. During this period, for every night booked under this campaign in a participating hotel in the Asia Pacific, Radisson Hotel Group will donate US\$1 directly to SOS Children’s Villages, helping fund the education of underprivileged children across the region. In addition, guests can enjoy 15% off Best Available Rates on select room categories. Radisson Rewards members will also be presented with an additional 5% off and earn 1,000 Bonus Points for each stay.

SOS Children’s Villages International is an independent, non-governmental, nonprofit international development organization working to meet the needs and protect children's interests and rights around the world. Founded in 1949 by Austrian philanthropist, Hermann Gmeiner, SOS Children’s Villages International works with communities, partners and states to ensure that the rights of all children, in every society, are fulfilled. With a vision that every child belongs to a family and grows up with love, respect, and security, the mission of SOS Children’s Villages International is to build families for children in need, to help them shape their own futures and to share in the development of their communities. Each donation from Radisson Hotel Group will sponsor a child’s education, providing a future for them. This includes offering the children a potential job at one of Radisson Hotel Group’s properties upon completion of their education. The ‘Make a Difference’ campaign aims to drive awareness of the charity’s good cause and improve children’s lives and ambitions for a bright future.