

Press Release

For Immediate Release

MIRA MOON HOTEL DISTRIBUTES 1,000 CAR NECK PILLOW AND LUNCH PACKS TO TAXI DRIVERS

A fun and exciting initiative to promote the location of Mira Moon Hotel in Causeway Bay

12th June 2014, Hong Kong – Mira Moon Hotel located in the exhilarating district of Causeway Bay, invites all taxi drivers to the hotel where they distribute 1,000 free car neck pillows and lunch packs to taxi drivers during the warm summer in Hong Kong.

A first time initiative organized by the property to introduce the ideal Hong Kong Island location of Mira Moon Hotel to all taxi drivers in the SAR, taxis lined up to collect the car neck pillows and lunch packs from the hotels entrance from 10:00 hours until they were exhausted just a few hours later.

The Food and Beverage team at the hotel prepared lunch packs, which included sandwiches and a selection beverage items. ‘Moon Walkers’ the loving name of all team members at Mira Moon Hotel all joined from across various departments, including Administration, Sales and Front office bringing the initiative to life.

Jorgen Christensen, General Manager, Mira Moon Hotel, said “We, at Mira Moon Hotel, distribute car neck pillows and lunch packs to taxi drivers today welcome them and introduce them to our award winning hotel’s location. The Mira Moon Hotel has celebrated a winning streak of awards since the opening on 1st November 2013 and it’s our way to share our joy and thank taxi drivers across Hong Kong. They are the ones who bring in guests to the property and have been helping us in promoting our property to guests from close and afar.”

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About Mira Moon

Mira Moon, conceived under the creative direction of Wanders & yoo, is the first boutique story hotel within the Mira brand portfolio located in Causeway Bay, Hong Kong. A unique 91-room hotel, it presents a contemporary abstract interpretation of Chinese tradition in contemporary Hong Kong. Modern tech-friendly features, including 32-46" HD LED IPTV, iPad mini, handy smartphone for free international calls and 3G data and complimentary Wi-Fi provide a welcoming environment and bring about a relaxing atmosphere with highly personalized details enhanced with complimentary minibar. Harbor-side statuesque destination, Mira Moon Hotel features five guestroom types, a striking penthouse suite, 24h gym, a tapas and cocktail bar - SuperGiant, a relaxing outdoor venue the Secret Garden and a beautiful outdoor event space- Sky Garden.

About Miramar Group

Established in Hong Kong in 1957, Miramar Hotel and Investment Company, Limited (Miramar Group) is a hospitality group with a diversified service-oriented business portfolio comprising stylish hotels and serviced apartments, property rental, food and beverage, and travel services in Hong Kong and Mainland China. Miramar Group has been listed on the Hong Kong Stock Exchange since 1970 (HKEx Stock Code: 71) and is a member of Henderson Land Group.

High res images are also available at the following link:

www.miramoonhotel.com/portfolios/photo-library/

Password: MoonPhoto

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