

For Immediate Release

**GR8 Leisure Concept invites you to support
the Pandas and People of Wolong Nature Reserve**

Hong Kong, 13 July 2015 – Hong Kong-based hospitality group **GR8 Leisure Concept** (GR8) has been a long-time charity partner of the **Friends of Panda Mountain**. Starting from 15 July, GR8 is supporting a fundraising campaign seeking donations of minimum HK\$20 from each patron to help Friends of Panda Mountain save and restore habitat for wild pandas in the Wolong Nature Reserve, China’s leading home for Giant Pandas.

Since 2012, GR8 has supported Friends of Panda Mountain, and after further expanding to acquire Hullett House and five restaurants in 2013, followed by Champagne Gallery and Whisky@Stables in 2014 – after this expansion, the group is able to implement a wider scale campaign as a Caring Company, participating brands include two hotels; **Hullett House** and **The Luxe Manor** and eight restaurants **Champagne Gallery**, **FINDS**, **Loong Toh Yuen**, **Mariners’ Rest**, **St. George**, **Stables Grill**, **Whisky@Stables**, and **The Parlour**.

Hong Kong enjoys a special relationship with the Wolong Nature Reserve — Hong Kong’s four Giant Pandas come from Wolong’s Giant Panda center. After Wolong was severely affected by the 5.12 earthquake in 2008, the HKSAR Government provided very significant financial aid for a wide range of infrastructure projects to help rebuild Wolong. Complementing government-to-government earthquake recovery programs, GR8 is pleased to mobilize a people-to-people campaign that directly improves the lives of Wolong’s poor farmers, and in turn provides more habitat for Wolong’s wild pandas.

Friends of Panda Mountain founder, Mr. Marc Brody serves as a senior advisor to Wolong for conservation and sustainable development. Working in close cooperation with the leadership of the Wolong Nature Reserve, Mr. Brody and “Friends” have established a new program to train and employ Wolong’s mountain villagers to grow native plants and trees on their farmland, which will be later transplanted to restore degraded and fragmented panda habitat. GR8’s funding campaign will be the first time that small donations will be channeled directly into habitat restoration in Wolong. After decades of having panda habitat be degraded and fragmented from human activities this is a new, hands-on approach to restore habitat and ensure that more pandas will have a home in the wild.

Rather than simply promoting panda adoption and raising pandas in captive; Friends of Panda Mountain’s core mission is in conserving and restoring the balance between the local community and natural environment of Wolong area; the NGO wholly integrates planning, conservation, education, training, community engagement and sustainable development. Thus, not only does the work involve bringing beautiful panda cubs into the world, but it is to ensure these young pandas have a home in the wild. So let’s play a part in this important mission to ensure this adorable and unique species survives for generations to come.

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About Friends of Panda Mountain

Panda Mountain works to conserve and restore giant panda habitat and biodiversity by engaging the public, both visitors to protected areas and indigenous communities, and by training resource managers. Panda Mountain is a conservation initiative focused on Wolong Nature Reserve, known as China's leading home for Giant Pandas; and the Sichuan Giant Panda Sanctuaries (the World Heritage Site that surrounds Wolong), that is about 130km northwest of Chengdu, Sichuan.

For more details, please visit www.pandamountain.org

About GR8 Leisure Concept Limited

Founded in 2004, **GR8 Leisure Concept** is an innovative hospitality group that owns and manages a portfolio of 17 brands including hotels, serviced apartments, restaurants, and bars across Hong Kong and China. The group's first property, **The Luxe Manor** is a surrealism-inspired boutique hotel in Tsim Sha Tsui that was the first designer boutique hotel in Hong Kong. Shortly after, the group launched its first serviced apartment, the artsy **Knight on Wyndham**, in the heart of Central, and **Dada Bar + Lounge**, a stylish Dadaism-themed variety club located in The Luxe Manor. In 2011, GR8 Leisure Concept launched its second hotel brand **Hotel Soul** in Suzhou, China, which features continental restaurant **Brasserie 101**, innovative Cantonese-styled restaurant **Ying Fook Court**, and multifunctional banquet venue **Ying Fook Heen**. The following year, the group introduced beachside café **Cafe Roma**, and Hong Kong's first and only Nordic restaurant **FINDS** led by celebrity chef Jaakko Sorsa to the company's portfolio of restaurants. GR8 Leisure Concept also acquired heritage hotel **Hullett House** and its five F&B brands in 2013, including the colonially-designed restaurant and lounge bar **The Parlour** serving international cuisine, the hotel's signature Cantonese restaurant **Loong Toh Yuen**, contemporary French fine dining restaurant **St. George**, casual grill restaurant **Stables Grill** located in the old horse stables, and one-of-a-kind British bar **Mariners' Rest** where the original jail cells from the former Marine Police Headquarters still stand. The group's latest openings include **Champagne Gallery**, a champagne lounge designed in the style of a French maison offering bespoke champagnes and seafood pairings, and **Whisky@Stables**, the only whisky bar in town renovated from a former horse stable that serves over 100 different types of whiskies from around the world, both located within Hullett House.

For more details, please visit www.gr8lc.com.

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It is truly an honour for GR8 Leisure Concept to be able to support Friends of Panda Mountain to save and restore natural habitat for wild pandas in the Wolong Nature Reserve, known as China's leading home for Giant Pandas.



GR8 strongly supports Friends of Panda Mountain's core mission in conserving and restoring the balance between the livelihood of the local community and natural environment of Wolong area itself.



Wolong Nature Reserve