

For Immediate Release

GR8 Leisure Concept Goes Dark for Earth Hour 2017

Hong Kong, 20 March 2017 – Hong Kong-based hospitality group, **GR8 Leisure Concept Limited**, is proud to once again support the global Earth Hour initiative in order to raise awareness of the issue of global warming and its devastating impact on our planet. Organised by the World Wildlife Fund (WWF), Earth Hour encourages individuals, businesses and governments around the world to turn off their lights in an effort to demonstrate commitment to environmentally sustainable action. Since its inception in Australia 2007, Earth Hour has grown to be a truly global event with millions of supporters in over 128 countries. This year's Earth Hour will take place on **Saturday 25 March at 8:30pm local time**.

On the night of the event, GR8 Leisure Concept will support the initiative by switching off all non-essential lighting in the car parks and advertisement billboards of its boutique hotels (this includes **The Luxe Manor** and **Hullett House** in Hong Kong and **Hotel Soul** in Suzhou). In addition, lights in all public areas, restaurants and hotel exteriors will be dimmed, whilst patrons of some of the group's F&B outlets, including **Cafe Roma**, Park Island's favourite beachside restaurant, and **FINDS**, Hong Kong's first and only Nordic restaurant, will be able to enjoy a cosy candlelit dinner. GR8 believes that these simple practices will help to raise public awareness of climate change in order to create a more sustainable planet for the future.

Implementing environmentally sustainable practices has long been one of the core business initiatives of GR8. As a longstanding recipient of the "Caring Company" award, GR8 has demonstrated a continued commitment to the environment in recent years. FINDS has been offering a four-course sustainable seafood dinner menu approved by WWF Hong Kong since 2011, whilst also being the first western-cuisine restaurant in Hong Kong to join WWF Hong Kong's "Ocean-Friendly Menu" programme. Meanwhile in 2012, the group banned the use of shark fins in all of its restaurants in Hong Kong and China in an effort to support a balanced marine ecosystem. GR8 Leisure Concept also encourages the adoption of a green and healthy diet; in 2011, GR8 keenly participated in "World Vegetarian Day", offering delicious vegetarian menus in all restaurants. Ever since then, the concept has been adopted into an ongoing initiative, with all F&B outlets providing vegetarian and/or vegan options daily in order to cater to people with different dietary requirements and preferences. For more information on GR8's green initiatives, please visit their CSR section on www.gr8lc.com.

Learn more about Earth Hour 2017 by visiting EarthHour.hk.

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, 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, a stylish Dadaism-themed variety club located in The Luxe Manor, **Dada Bar + Lounge** was launched. 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**. In 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. In 2014, two new outlets were launched in Hullett House, **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. The group's latest opening, **Bar Soul**, which is located on the first floor of Hotel Soul, brings a unique blend of retro and industrial elements.

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

- END -

For media enquiries, please contact:

Fanny So
Director of Marketing Communications
Fanny.So@gr8lc.com

Sabina Wu
Assistant Marketing Communications Manager
Sabina.Wu@gr8lc.com

Esther Chung
Senior Marketing Communications Officer
Esther.Chung@gr8lc.com

Jessica Ng
Marketing Communications Officer
Jessica.Ng@gr8lc.com

Tel: (852) 2526 4333
Fax: (852) 2526 4833
Website: www.gr8lc.com

For more high-res images, please contact GR8 or download from the following link:
<http://bit.ly/2n2enXR>.



GR8 Leisure Concept will support the initiative by switching off all non-essential lighting in the car parks and advertisement billboards of its boutique hotels (this includes **The Luxe Manor** and **Hullett House** in Hong Kong and **Hotel Soul** in Suzhou).



Patrons of the group's F&B outlets, including **Cafe Roma**, Park Island's favourite beachside restaurant and **FINDS**, Hong Kong's first and only Nordic restaurant, will be able to enjoy a cosy candlelit dinner.