



MILLENNIUM

HOTELS AND RESORTS

MILLENNIUM ■ COPTHORNE

Millennium & Copthorne selects British Heart Foundation as first corporate charity partner

Millennium & Copthorne Hotels Plc (M&C) has selected the British Heart Foundation (BHF) as its first official charity partner in the UK. The partnership aims to raise at least £100,000 over the next two years for the BHF's Mending Broken Hearts Appeal through fundraising initiatives led by the company's employees.

As well as company-wide fundraising initiatives, M&C's UK employees will be raising cash for the charity through a number of individual local fundraising projects, devised by local hotel staff and management. Local "charity champions" have been recruited from hotel staff to help drive the initiative forward. The company will also use the partnership to communicate vital heart health messages for staff, customers and business partners throughout the UK.

Ronnie White, M&C's Vice-President, Human Resources for the European region, said, "Our UK employees have always been generous in offering their time and money to various charities. We voted for BHF as our first corporate charity partner as a means of focusing this generosity and to give it added impact in a particular area of need. We will be encouraging staff to participate in BHF's fundraising events, as well as in their own projects. We also hope to include our guests in the programme through initiatives such as a foreign coin collection scheme. M&C staff are proud to be part of the BHF's Mending Broken Hearts Appeal and the company is delighted to support them in helping to raise vital money to fund groundbreaking research into heart disease."

Gemma Boateng, Corporate Account Executive at the BHF said, "We are delighted to have been selected as M&C's first official charity of the year. We are looking forward to working together to not only raise vital funds but to also communicate heart healthy messages to M&C's staff, customers and business partners. M&C's support will help us take steps closer to being able to mend broken hearts."

The BHF/M&C charity partnership will run until the end of July 2013.

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Enquiries: Ronnie White
 Peter Krijgsman 020 7872 2444

Millennium & Copthorne Hotels (www.millenniumhotels.co.uk) is a publicly quoted (Lon:MLC) international hotel group with 12,000 staff and 104 hotels in 18 countries around the world. The group's UK hotels are located in Aberdeen, Birmingham, Cardiff, Dudley, Gatwick, Glasgow, London, Manchester, Newcastle, Plymouth, and Slough.

[The Mending Broken Hearts Appeal:](#)

2011 is the British Heart Foundation's 50th birthday. To celebrate we are launching the Mending Broken Hearts Appeal, one of our most ambitious projects ever. Its goal is simple – to fund the research that could begin to literally 'mend broken hearts'.

However we need to spend £50 million on research to repair damaged hearts. If we can get the money, we hope to start to fund trials with heart failure patients in as little as five years.

Help us give hope to millions worldwide. Visit bhf.org.uk/mbh or call 0844 847 2787 to get involved.

The British Heart Foundation:

The British Heart Foundation is the nation's heart charity, dedicated to saving lives through pioneering research, patient care, campaigning for change and by providing vital information. We urgently need help. We rely on donations of time and money to continue our life saving work. Together we can save the life you love.