

Throughout September, Mövenpick hotels around the world aim to collect 25,000 ‘kilos of kindness’ to help people and families in need

Accra, 31 August 2021 – [Mövenpick Ambassador](#) Hotel Accra has announced the return of the ‘Kilo of Kindness’ campaign – inviting guests to donate at least one kilo of food, clothing and educational supplies throughout the month of September. The collected items will be shared with local communities in need, with a focus on underprivileged children under the Shelter for Abused Children. The hotel joins more than 45 Mövenpick hotels across Africa, Asia, Europe and the Middle East who are similarly collecting items, with a global goal to gather some 25,000 kilos of donations. Guests and visitors are invited to drop off at least one kilo of supplies at the lobby of the Mövenpick Ambassador Hotel Accra from September 1-30.

“Mövenpick believes that sustainability isn’t only about the environment – it is about caring for our employees, our neighbours, and our community here in Accra,” said Deborah Sivertsen, General Manager of the Mövenpick Ambassador Hotel Accra. “Last year our efforts were focused on supporting people through the pandemic crisis and we are now pleased to be able to return to our annual ‘Kilo of Kindness’ campaign which provides food, clothing and educational supplies to those in need – especially young people who deserve our attention and care.”

While guests and local neighbours are invited to donate a ‘Kilo of Kindness’, all contributions are welcome and gratefully received. High-priority items include books, notebooks and stationery such as pens, pencils, rulers and erasers; canned foods such as tuna, soup, fruit, vegetables and concentrated milk; dry foods like rice, beans, oats, pasta, cereals, flour, powdered milk, baby formula, tea and coffee; and clothing for adults and children.

Now in its sixth year, the ‘Kilo of Kindness’ campaign is timed to honour the United Nations International Day of Charity on September 5th. In 2019, a record 21,921 kilograms of supplies were donated via the participating hotels – a figure Mövenpick hopes to surpass with its September 2021 campaign.

“While each guest is encouraged to donate a ‘Kilo of Kindness’, generosity knows no ideal weight. Every gram counts and all contributions are welcome and gratefully received,” added Mr. Steven Taylor, Chief Marketing Officer, Accor.

Mövenpick Ambassador Hotel Accra encourages acts of kindness by sharing stories of donations, philanthropy and community service. Throughout September, guests, fans and followers are invited to spread the word about the ‘Kilo of Kindness’ campaign, using #AkiloOfKindness and #InternationalCharityDay to tweet on Twitter, post on Facebook or share on Instagram.

For more information on participating hotels and the charities they are supporting, see below or visit www.movenpick.com/akiloofkindness. More information on Accor’s sustainable development programme, Planet 21, is available at www.accorhotels.com/gb/sustainable-development/index.shtml

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Notes to the editor:

Hotel Social Media handle: [@Movenpick_Accra](#)

Brand Social Media handle: [@MovenpickHotels](#)

Hashtag: [#AKiloOfKindness](#)

About Mövenpick

In Switzerland, in 1948, Ueli Prager created Mövenpick, a revolutionary dining concept where anyone could enjoy a taste of good wine, good times and the good life. Today, that same brand of welcoming hospitality lives on in every Mövenpick hotel, where everyone can appreciate life's essential pleasures, through moments of true indulgence. With more than 100 hotels and resorts around the world and another 50 planned by 2025, Mövenpick remains true to its Swiss heritage and rich culinary legacy, honouring its founder's promise to do things well by doing things right. In recognition of the brand's holistic approach to sustainability, and its deep commitment to local environments and communities, Green Globe has named Mövenpick the world's most sustainable hotel company every year since 2017. Mövenpick is part of Accor, a world leading hospitality group consisting of more than 5,100 properties and 10,000 food and beverage venues throughout 110 countries.

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