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The Rezidor Hotel Group announces global partnership with World Childhood Foundation

The Rezidor Hotel Group partners up with World Childhood Foundation. Activities in the company's hotels in Europe, Africa and the Middle East will support the organization which was founded in 1999 by H.M. Queen Silvia of Sweden and seeks to protect street children, children in institutions and young mothers at risk. The global partnership is a further step in Rezidor's Responsible Business Programme which was launched in 2001.

"Carlson Companies, owner of four of our brands, is a Co-founder of Childhood", says Pia Heidenmark-Cook, Vice President Responsible Business for Rezidor. "As the two companies began to align their global strategies, it became a natural choice for us to approach Childhood, so we could associate on a global level with a small and flexible charity organization which fits well with our corporate culture."

The fundraising activities of Rezidor hotels start in September, Responsible Business Action Month, and include:

- Raffles and auctions of hotel stays, restaurant meals, leisure centre memberships and other donated gifts
- Donation of revenue from a 'Childhood' suite, restaurant items, and children's pay-tv
- Rounding up of guest room charges
- Organization of staff parties, fund-raising dinners, quizzes, karaoke nights and golf tournaments
- Sponsored walks, cycles, swims, triathlons, rowing races, mini-marathons, weight loss campaigns, staff stop smoking campaigns and blood donations

Furthermore, Rezidor will initiate corporate matching activities and points redemption of its loyalty programme goldpoints plus.

Over the last five years Childhood supported 107 projects in 14 countries and collaborates with local NGOs as well as social organizations.

"We are excited about the new partnership with Rezidor", comments Charlotte Brandin, Executive Director of Childhood USA. "We see many possibilities to bring much needed assistance to children, and we are sure that Rezidor will have a significant impact on many children's lives."

For further information, please contact:

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About the Rezidor Hotel Group:

The Rezidor Hotel Group is one of the fastest growing hotel companies in the world. The group features a portfolio of 300 hotels in operation and under development with more than 61.000 rooms in 47 countries.

Rezidor operates the brands **Radisson SAS Hotels & Resorts**, **Regent International Hotels**, **Park Inn** and **Country Inns & Suites** in Europe, Middle East and Africa, along with the goldpoints plusSM loyalty programme for frequent hotel guests. Rezidor has signed a worldwide license agreement with the Italian fashion house Missoni, in order to develop and operate a lifestyle hotel brand of the same name: **Hotel Missoni**.

In November 2006, Rezidor was listed on the Stockholm Stock Exchange. With 41,7%, Carlson Companies is the main shareholder.

The Corporate Office of the Rezidor Hotel Group is based in Brussels, Belgium.
For more information on Rezidor, visit www.Rezidor.com