

# Hilton Colombo Supports Earth Hour



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Jerome Aivity, General Manager, Hilton with hotel staff and guests at the Earth Hour Initiative

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Hilton Colombo recently joined 16 other Hilton-chain hotels in the region, in support of the world's largest and most experienced independent conservation organisation, the World Wide Fund for Nature's Earth Hour initiative.

WWF Earth Hour is a symbolic event designed to highlight the importance of collective action against climate change, encouraging individuals, businesses and Governments to take action to cut their emissions on an ongoing basis. Over 1,300 cities and 80 countries around the world have already expressed their commitment to the initiative by agreeing to switch off their lights for the Earth Hour.

'To support this important initiative, Hilton Colombo developed a series of activities to provide a wonderful opportunity for engagement between guests and

hotel staff...' said Jerome Aivity, the General Manager of Hilton Colombo. All lights were switched off in all the Food and Beverage outlets and lobby, as well as laundry machines, boilers, swimming pool pumps, tennis court lights, hotel logo neon light, concessionaire shop lights and pond pumps. The highlight of the night of "Earth Hour" was the "Earth Hour Cake", prepared in a shape of a clock.

Talking on the initiative, the Global Director of Earth Hour for the WWF, Andy Ridley stated, 'The business community has an incredible ability and responsibility to engage employees, customers and suppliers to create a sustainable future for our planet, and we therefore welcome the involvement of major international businesses such as Hilton Hotels in Earth Hour.'

Acknowledging the responsibility towards the environment, the Hilton Family of Hotels is dedicated towards improving its environmental performance.

