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SHANGRI-LA HOTEL, KUALA LUMPUR GIVES BACK THROUGH "EMBRACE THE GIFT OF LIFE" CAMPAIGN WITH THE TREE OF LIFE CHRISTMAS CHARITY TREE

Kuala Lumpur, 3 December 2020 – Shangri-La Hotel, Kuala Lumpur’s annual charity project Embrace the Gift of Life was initiated in 1985 to support children with severe heart ailments and other serious medical conditions. To date, the hotel has raised over RM4 million and support hundreds of critically ill children through this charity project.

Once again, the hotel’s Tree of Life Christmas Tree was inspired by Shangri-La's theme – A North Pole Wonderland. The six variations of Hot Air Balloon ornaments, decked on the 14 feet Christmas Tree, were made with bright colours such as red, orange, baby blue, green, pink, and ocean blue, symbolising the giver “bringing” hope and a second chance at life to children with serious ailments. This year's campaign was launched on 21st November.

Led by Pastry Artist, Mr. Wayne Siow, the team worked together to design and hand make the ornaments. The team of nine pastry chefs spent three weeks perfecting the designs and dedicated an average ten hours each day to ensure the ornaments were hand made to the highest standards.

Organizations and individuals are welcomed to support this annual fund-raising charity by sponsoring any of the six ornaments with a minimum donation of RM1,000 each or select any of the five limited edition designs at a minimum donation of RM3,000 each.

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This year, “Embrace the Gift of Life” funds five children:

Five years old **Mia Syamila Binti Che Aziz** is diagnosed with Total Anomalous Pulmonary Venous Drainage (TAPVD) where the blood flow returning from the lungs are draining abnormally and is currently awaiting to undergo surgery with an estimated cost of RM70,000. Her father works as a contractor with a monthly income of RM800 and her mother is a housewife.

One year old **Leong Sum Ee** is diagnosed with Congenital Heart Disease where there is a hole in her heart and the vessels to the lungs are blocked. She will need to undergo Cardiac Cath and Corrective surgery with an estimated cost of RM70,000. Her father works as a hairdresser and her mother is a housewife.

Six years old **Nurulain Binti Shahrin** was born with Congenital Heart Disease alongside Situs Inversus, Dextrocardia, CCTGA, Pulmonary Valve Stenosis, ASD and VSD. The Fontan operation will be her third surgery after undergoing a BT Shunt surgery and Glenn Shunt surgery back in 2014 and 2016 respectively. This time around, the estimated cost for this surgery is RM80,000.

4 months old **Muhammad Ahnaf Dayyan Bin Muhamad Azihan** is diagnosed with Ventricular Septal Defect and is to undergo a VSD closure surgery at an estimated cost of RM50,000. His father works at a palm oil factory earning RM1,664.75 monthly and his mother is a housewife.

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6 months old **Muhammad Faris Habibullah** was born with Coarctation of the aorta, a birth defect in which a part of the aorta is narrower than usual and Ventricular Septal Defect, where there is a hole in his heart. He will undergo surgery for VSD closure and PA debanding at an estimated cost of RM80,000. His father works as a van driver earning RM1,500 monthly and his mother is a housewife.

Donations can be made via the forms available at the Front Office desk or online at www.shangri-la-specials.com and the donor's name or company logo will be displayed below each set of ornaments. Proceeds will be collected for the children who are in urgent need of immediate surgery and medical care.

In line with Shangri-La's long term sustainability effort, 25 of our hotel associates from various departments spent 12 days designing and hand make 2,260 Christmas Tree ornaments using recycled materials. A total of 18 Christmas trees - 10 small trees for outlets and 8 big trees for the public area - were decorated with gold star (700 pieces), baubles (450 pieces), toilet roll (700 pieces), snowman (80 pieces) and Christmas tree (330 pieces) ornaments, saving up to RM7,2000 of decoration funds. These Christmas decorations will be displayed throughout the Hotel until 31st December 2020.

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Shangri-La Group is committed to operating in an economically, socially and environmentally responsible manner while balancing the interests of diverse stakeholders. The Group strives to be a leader in corporate citizenship and sustainable development. Its CSR and sustainability initiatives focus on five key areas, namely community engagement, environment and biodiversity, employee development, sustainable supply chain, and health and safety.

The two flagship CSR programmes – Embrace and Sanctuary – are aimed at promoting education and the environment. Embrace is Shangri-La’s Care for People project and looks at ways of providing the highest level of education and health support needed in under-privileged communities. Sanctuary is Shangri-La’s Care for Nature project and promotes the conservation and restoration of biodiversity in destinations where the group maintains operations.

For more information, please visit the Group’s website: shangri-la.com/group/our-story/community-and-social-impact

The CSR blog can be found here: shangri-la-sustainability.com.

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香格里拉集团坚持经济效益、社会效益和环境效益兼顾的经营理念，并实现各利益相关方的权益平衡。集团致力于成为有责任感的企业公民和可持续发展的践行者。其企业社会责任聚焦于五个重点，包括社区服务、环境与生物多样性保护、员工发展、可持续供应链建设、以及健康与安全保障。

集团旗下酒店针对教育和环保分别设有两大项目：“香格里拉人文关怀”致力于帮助弱势群体获得更好的教育及健康服务；“香格里拉关爱自然”着重于在集团业务经营地推广生物多样性的生态保护与恢复。

更多详情，请登录香格里拉集团官网shangri-la.com/group/our-story/community-and-social-impact。也可浏览香格里拉集团企业社会责任博客：shangri-la-sustainability.com。

Traditional Chinese:

關於香格里拉集團企業社會責任和可持續發展項目：

香格里拉集團堅持經濟效益、社會效益和環境效益兼顧的經營理念，着力平衡各持份者的利益。集團致力成為有責任感的企業公民和可持續發展的領導者，其企業社會責任聚焦於五個重點，包括社區服務、保護環境與生物多樣性、員工發展、建設可持續供應鏈、以及保障健康與安全。

集團旗下酒店針對教育和環保分別設有兩大項目：「香格里拉人文關懷」項目致力幫助弱勢社群，讓他們獲得更好的教育及健康服務；「香格里拉關愛自然」項目着力在業務所在地推廣保育及修復生物多樣性。

更多相關資訊，請登錄香格里拉集團官方網頁shangri-la.com/group/our-story/community-and-social-impact，或瀏覽集團的企業社會責任網誌shangri-la-sustainability.com了解更多。

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