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**FOR IMMEDIATE RELEASE**

## Press Release

### **HOTEL EQUATORIAL MELAKA SPREADS CHRISTMAS JOY TO THE LESS FORTUNATE**

**Melaka, December 2014** – In the true spirit of the season, Hotel Equatorial Melaka, on 1 December 2014 launched its 'Christmas Wish Tree' programme, a Corporate Social Responsibility (CSR) initiative aimed at raising funds and fulfilling a child's wish.

This year, the beneficiaries of the 'Christmas Wish Tree' programme include children from the Salvation Army's – Lighthouse Childrens Home, the Yayasan Sunbeams Home, Sri Ramakrishna Ashram, Pusat Jagaan Kasih Sayang Prasanna and Wings Melaka.

The programme kicked off with the ceremonial lighting of the Christmas tree at Hotel Equatorial Melaka, led by General Manager, Mr. Adrian Chung, accompanied by the young children. Children from all 5 organizations get to express their Christmas wishes on a wish tag, before hanging them on the beautifully adorned Christmas tree in the lobby. Each tag will have the particulars and wish of a child.

Guests are invited to participate in the 'Christmas Wish Tree' charity program by picking the wish tags and fulfilling the children's Christmas wishes by buying them the presents requested on the wish tag, then handing over the present to the hotel's Front Office associate on or before the 20<sup>th</sup> of December 2014.

As an alternative to donating a gift, guests can also make a cash contribution at the wishing well located at the Hotel Lobby. These contributions will then be used to purchase the gifts on the donor's behalf.

On the 22<sup>nd</sup> of December 2014, children from the Salvation's Army – Lighthouse Childrens Home, the Yayasan Sunbeams Home, Sri Ramakrishna Ashram, Pusat Jagaan Kasih Sayang Prasanna and Wings

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Melaka along with their parents and caregivers can look forward to receiving their Christmas gifts. They will also be treated to a sumptuous luncheon hosted by Mr. Adrian Chung, General Manager of Equatorial Melaka, specially prepared by the hotel's kitchen brigade.

"As we celebrate and indulge in the joy of this festive period, we are happy to be able to spread our love and joy to the less fortunate children" said Adrian Chung, General Manager.

The "Christmas Wish Tree" community programme is open for all. For more information on Christmas & New Year activities and offerings at Hotel Equatorial Melaka, please contact +606 282 8333 or email [info@mel.equatorial.com](mailto:info@mel.equatorial.com)

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**For media enquiries, please contact Hotel Equatorial Melaka – Public Relations Department:**



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About Hotel Equatorial Melaka

One of the oldest and most historical cities in Malaysia, Melaka was once one of the busiest seaports and trading posts in Asia. It is a living museum and melting pot of Portugese, Dutch, British, Indian, Chinese, Arabic and Malay cultures, traditions and cuisine. In fact the dialect the Portugese community speaks here, is an older dialect than the one spoken in Portugal today.

Located in the heart of this UNESCO World Heritage Site is Hotel Equatorial Melaka. Its 476 rooms are within walking distance of centuries-old buildings and forts and modern shopping malls.

Its six delightful dining options all offer delicious local and international fare with generous buffets to whet your appetite. A must try is the Seri Nyonya Peranakan Restaurant serving authentic Peranakan dishes. Peranakan is the local term given to Straits-born-Chinese who have adopted a lot of the Malay ways including the language and cooking.