



## **CONRAD MACAO CELEBRATES THIRD ANNUAL HILTON WORLDWIDE GLOBAL WEEK OF SERVICE**

**Macao –21 October 2014** – In celebration of Hilton Worldwide’s third annual [Global Week of Service](#), October 19 – 25, more than 50 volunteers from Conrad Macao, Cotai Central visited the local Young Men’s Christian Association (YMCA) of Macau on Sunday 19 October to offer some inspiration and support to teenagers in need. Community service is an integral part of Hilton Worldwide’s culture, and acts of volunteerism occur year-round across our portfolio of eleven distinct brands and more than 4,200 properties. Conrad Macao’s efforts are part of Hilton Worldwide’s week-long annual celebration of the company’s commitment to serving and enriching the communities where we live, work and travel. This year Hilton Worldwide participated in more than 3,000 hands-on service projects.

“It is very important that we support our local community and to be able provide some guidance to the next generation in order for them to reach their full potential is fundamental to Hilton’s Travel with Purpose philosophy,” said Bede Barry, general manager, Conrad Macao. “If we can inspire just one of the teenagers to live their best life then we have made an impact.”

The Young Men's Christian Association of Macau was established in 1994 and serves local youngsters, children and their families. The association provides various social services aimed at strengthening local teenagers' self-recognition and identity, improving their abilities of behavior control, and also helping them to develop a healthy personality and resist negative peer influences.

YMCA has cooperated with The Legal Affairs Bureau of MSAR Government since 2007 to operate the Lai Cheng Centre to offer temporary residential and supervising services. Management and team members from Conrad Macao visited the YMCA to speak to the youth and give some gifts. Later that same day, YMCA members visited Conrad Macao to see first-hand how the hotel operates and to hear about the hotel’s efforts to undertake sustainability and environmental practices.

"It is a great inspiration for our youth that Conrad Macao managers and staff have come to visit our centre. It provides an opportunity for the youth to see how organisations work and it shows that people care in the community, we hope that they then go on to live fulfilling lives and maybe one day get to work in the hospitality industry in the future," said Ms. Grace Kuan, General Secretary of YMCA.

Global Week of Service is Hilton Worldwide's largest annual volunteer service initiative and brings together Team Members from across Hilton Worldwide's offices and hotel properties, helping to strengthen the company's connections with its local communities and bringing Team Members closer together. Follow this link to watch a short video on Global Week of Service: <https://www.youtube.com/watch?v=dshpd1qDNSY>

During Global Week of Service, Team Members are encouraged to share their personal stories of service and hospitality. Throughout the week, photos and stories will be posted at <http://www.hiltonworldwide.com/serve>, on the [Hilton Worldwide Facebook](#) page and on the [Hilton Twitter](#) account.

In 2013, Team Members at more than 900 properties and offices completed more than 2,400 volunteer projects in 700 cities across the company's global footprint. The projects focused on engaging Team Members and delivering on Hilton Worldwide's commitment to [Travel With Purpose](#) by creating opportunities, strengthening communities, celebrating cultures and living sustainably. This year, the company aims to build upon this community engagement and is striving to complete more than 3,000 service projects.



**Photo caption:** Conrad Macao team members visited the Macao YMCA as part of Hilton Worldwide's Global Week of Service to strengthen the hotel's commitment to the local community.



**Photo caption:** Conrad Macao management were on hand to talk to YMCA members about career opportunities and good environmental

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### **About Conrad Macao, Cotai Central**

Conrad Macao, Cotai Central is a world-class, contemporary, luxury hotel located at Sands Cotai Central, offering luxurious guestrooms and suites in a 40-floor tower overlooking the Cotai Strip. Just a five-minute drive from Macao International Airport, Conrad Macao offers easy access to all parts of Macao with limousine service, plus the added convenience of complimentary shuttle buses. Conrad Macao is also connected conveniently to ferry terminals and border crossing points within a few minutes of the hotel. Take advantage of our authentic connections to Macao's cultural and heritage areas or stay entertained with direct access to restaurants and 100 luxury brand shops at Shoppes at Cotai Central or relax at the Pool Deck or Health Club and Bodhi Spa. Conrad Macao, Cotai Central is the place to be in Macao to experience the luxury of being yourself. For more information, please visit [www.conradmacao.com](http://www.conradmacao.com).

### **About Conrad Hotels and Resorts**

Conrad Hotels & Resorts is the destination for the new generation of smart luxury travelers for whom life, business and pleasure seamlessly interact – people who know that the greatest luxury is the luxury of being yourself. A global brand consisting of 25 properties across 5 continents, Conrad Hotels & Resorts offer guests personalized experiences with sophisticated, locally inspired surroundings and connections to people and places around the corner or halfway around the world. Intuitive service is delivered with the Conrad Concierge App that puts Conrad's services and amenities at the guest's fingertips, whether ordering room service or a wakeup call to customizing the room's pillow options or arranging reservations at our locally inspired cuisine and spa offerings. Conrad is a global luxury brand of Hilton Worldwide with plans to add 12 more properties to

the brand's portfolio. Connect with Conrad by booking at [www.conradhotels.com](http://www.conradhotels.com) or learn more about the brand by visiting [news.conradhotels.com](http://news.conradhotels.com).

### **About Hilton Worldwide**

Hilton Worldwide (NYSE: HLT) is a leading global hospitality company, spanning the lodging sector from luxury and full-service hotels and resorts to extended-stay suites and focused-service hotels. For 95 years, Hilton Worldwide has been dedicated to continuing its tradition of providing exceptional guest experiences. The company's portfolio of eleven world-class global brands is comprised of more than 4,100 managed, franchised, owned and leased hotels and timeshare properties, with more than 685,000 rooms in 92 countries and territories, including Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Curio - A Collection by Hilton, DoubleTree by Hilton, Embassy Suites Hotels, Hilton Garden Inn, Hampton Hotels, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages an award-winning customer loyalty program, Hilton HHonors®.

### **About Travel with Purpose®**

Travel with Purpose® is Hilton Worldwide's corporate responsibility commitment to providing shared value to its business and communities in four areas – creating opportunities for individuals to reach their full potential; strengthening communities where Hilton Worldwide operates; celebrating cultures and the power of travel; and living sustainably through the measurement, analysis and improvement of the company's use of natural resources. Visit [cr.hiltonworldwide.com](http://cr.hiltonworldwide.com) to learn more.