



Minneapolis, October 3, 2018

Radisson RED Becomes a National Supporter of the American Heart Association

[Radisson RED](#), the lifestyle hotel brand inspired by art, fashion and music from [Radisson Hotel Group](#), is excited to announce its support of the [American Heart Association](#). The collaboration was revealed at the Association's Twin Cities Heart & Stroke Gala on September 29th, which is World Heart Day. The event celebrates donors, volunteers and the many lives saved due to the work of the American Heart Association.

"We are honored to be working with such an impactful organization," said Catherine Higgins Whiteside, vice president, Marketing, Americas, Radisson Hotel Group. "The Radisson RED brand encourages guests to live their best life, which aligns with the American Heart Association's life-saving mission to be a relentless force for a world of longer, healthier lives."

Radisson RED is a proud national cause supporter of the American Heart Association's Go Red for Women movement, which celebrates the energy, passion and power of women to band together to wipe out heart disease. The hotel brand is a sponsor of the Twin Cities Go Red Luncheon, a signature event recognizing local fundraising efforts that raise critical funds for research and education. Radisson RED is also sponsoring the iconic American Heart Association's Go Red for Women Red Dress Collection®— an exciting, pop-culture-inspired event that engages top designers, models, celebrities and a wide array of supporters to demonstrate their support of the mission and amplify the message annually during New York Fashion Week in February.

"We are excited by this new strategic collaboration with Radisson RED," said Veronica Acurio, vice president of global business medical solutions division at 3M and 2019 Twin Cities Go Red for Women chair. "Its support will help us save more lives by reaching even more women with important life-saving messages on how to take charge of their heart health."

Radisson RED is preparing to open its second U.S. location in Portland, Ore. in November 2018. The brand has a hotel in Minneapolis, Minn. and will open a third U.S. location in Miami, Fla. Q1 2019.



About Radisson RED

Radisson RED® is an upscale, select service hotel brand that presents a playful twist on the conventional. Radisson RED hotels inject new life into hospitality through informal services where anything goes, a social scene that's waiting to be shared and bold design that kick-starts the fun. Radisson RED hotels are in vibrant, urban locations where travelers have the unique opportunity to tailor their stay to their style. Guests and professional business partners can enhance their experience with Radisson RED by participating in Radisson Rewards™, a global loyalty program offering exceptional benefits and rewards.

Radisson RED is a part of the Radisson Hotel Group™ which also includes Radisson Collection™, Radisson Blu®, Radisson®, Park Plaza®, Park Inn® by Radisson, Country Inn & Suites® by Radisson and prizeotel.

For reservations and more information visit, www.radissonred.com

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Media Contact

Laura Langemo, Radisson Hotel Group | +1 (763) 212-0419 | laura.langemo@radissonhotels.com

