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## PRESS RELEASE

### **RADISSON HOTEL GROUP LAUNCHES GLOBAL PARTNERSHIP WITH SOS CHILDREN'S VILLAGES**

**The partnership will help provide food, shelter and a better future for children and youth at-risk**

Radisson Hotel Group™, today announced at its Americas Business Conference in Orlando, Fla., a new global partnership with SOS Children's Villages, the world's largest not-for-profit organization dedicated to building loving, stable families for orphaned, abandoned and other vulnerable children. Radisson Hotel Group aims to have its 1,100 hotels in operation sponsor the upbringing and education of at least one child per hotel and help establish meaningful local relationships with SOS Villages worldwide.

"Responsible Business is at the heart of our company's promise of making every moment matter, which also means that we support and help advance the communities in which we operate. The creation of the Radisson Hotel Group created a unique opportunity for us to align our company's commitment to a common global cause that truly will help make a difference in the world, especially for our children and youth. Our partnership with SOS will allow us to help provide a home and a better future for the most vulnerable children in the world," said Federico J. González, President & CEO, The Rezidor Hotel Group and Chairman of the Radisson Hotel Group Global Steering Committee.

"This partnership with SOS Children's Villages brings our core values full circle and aligns with our Responsible Business commitment to Think People, Think Community and Think Planet," added John M. Kidd, Chief Executive Officer and Chief Operating Officer, Radisson Hospitality, Inc. "SOS provides to orphaned, abandoned, and vulnerable children more than just food and shelter; it provides them a chance to have a family and a future. Together with SOS, we will help transform lives through care, hospitality and compassion."

Active in 135 countries and territories, SOS Children's Villages impacts the lives of millions of children through family support and care programs, as well as education, medical, and emergency relief efforts. A collaboration with Radisson Hotel Group will allow SOS Children's Villages to strengthen its efforts [by mobilizing local supporters and volunteers in support of ensuring no child grows up alone](#). SOS has been recognized for its innovative and holistic programs, ethical policies, commitment to amplifying youth voices and for putting transparency at the heart of its work. The organization is a Nobel Peace Prize Nominee and a member of "Accountable Now", a cross-sector platform for internationally operating civil society organizations.

"At SOS, we create communities of strong, loving families so vulnerable children have the opportunity to heal, learn and enjoy the kind of safe and healthy childhood they deserve," said Lynn Croneberger, Chief Executive Officer of SOS Children's Villages, USA. "We are delighted to launch this partnership with Radisson Hotel Group,



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through which SOS Children's Villages is joining forces with each local hotel owner, general manager, employee and guest to empower children and strengthen communities from the ground up."

Radisson Hotel Group and its hotels confirmed their support to the partnership at the group's Americas Business Conference. Radisson Hotel Group will strive to inspire its guests to engage. As a first step, the partnership will be connected to Radisson Rewards, the group's loyalty program, where members can redeem points for donations towards SOS Children's Villages.

Radisson Hotel Group has a long history of being a responsible business with a focus on conducting business ethically both within and outside the walls of their hotels. Radisson Hotel Group EMEA has been named to Ethisphere's World's Most Ethical Companies list each year since 2010.

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### ABOUT RADISSON HOTEL GROUP

Radisson Hotel Group™ (formerly Carlson Rezidor Hotel Group) is one of the world's largest hotel groups with eight distinctive hotel brands, more than 1,400 hotels in operation and under development around the world. The Radisson Hotel Group portfolio includes Radisson Collection™, Radisson Blu®, Radisson®, Radisson RED®, Park Plaza®, Park Inn® by Radisson, Country Inn & Suites® by Radisson and prizeotel. Guests can benefit from the newly rebranded Radisson Rewards™ (formerly Club Carlson<sup>SM</sup>), a global rewards program that delivers unique and personalized ways to create memorable moments that matter to our guests. Radisson Rewards offers exceptional loyalty benefits for our guests, meeting planners, travel agents and business partners. Radisson Meetings™ offers a variety of fully-equipped meeting and event venues featuring fast free Wi-Fi, A/V technology and on-site contacts designed to make every event unique. More than 95,000 global team members work for the Radisson Hotel Group and at the hotels licensed to operate in its systems.

For more information, visit [radissonhotelgroup.com/media](http://radissonhotelgroup.com/media).  
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### ABOUT SOS CHILDREN'S VILLAGES

SOS Children's Villages believes that every child deserves a loving home. We build families for orphaned, abandoned and other vulnerable children in 135 countries and territories, including the United States. We are the largest non-governmental organization dedicated to the care of orphaned and abandoned children. Founded in 1949, we provide children with the love and long-term support they need to shape their own futures — a stable family, quality medical care and the opportunity to learn. Through our family support and care programs, medical centers, schools and emergency relief efforts, we impact the lives of millions of children and families. To learn more about SOS Children's Villages, visit [sos-usa.org](http://sos-usa.org), or follow us on Twitter [@SOSChildrenUSA](https://twitter.com/SOSChildrenUSA).

### [RADISSON HOTEL GROUP MEDIA CONTACTS](#)

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