

For Immediate Release

## **Millennium & Copthorne Hotels To Launch Children's Concierge Service, Ask Alfred 2017 This Christmas**



**General Managers of M&C Singapore hotels and representatives of The Straits Times Pocket Money Fund (STSPMF) at a photoshoot with Alfred & his furry friends (L-R):** Mr Pjey Mayandi (M Social Singapore); Ms Fiona Chan (STSPMF Board Member); Ms Lee Sul Bi (M Social Singapore); Mr Lee Richards (M&C Vice President of Operations, Singapore); Ms Jacqueline Ho (M Hotel Singapore); Ms Tan Bee Heong (STSPMF General Manager); Mr Kung Teong Wah (Copthorne King's Hotel); Ms Tina Sim (Orchard Hotel); and Mr Cheong Hai Poh (Grand Copthorne Waterfront Hotel).

**Singapore, 24 November 2017** – In the spirit of giving this Christmas, Millennium & Copthorne Hotels plc (M&C) will launch its children's concierge service, *Ask Alfred* and is pleased to name The Straits Times School Pocket Money Fund (STSPMF) as the Adopted Beneficiary of the Group's series of fund-raising activities.

M&C was the first in the region to introduce *Ask Alfred*, a packaged suite of services catering specially to children. *Ask Alfred* is our way of going the extra mile in adding a personal touch for young guests incorporating a charity element.

*Ask Alfred* first introduced in 2011, has been a service that guests can select when they book a room at any of the Group's Singapore hotels. At S\$22, the children's concierge service includes specially tailored features for kids, including children's amenities and goodies such as jelly beans when they arrive at the hotel.

The children will also receive an exclusive plush guardsman teddy bear. Parents will receive a 'survival kit' that includes useful travel tips and information on child-friendly activities and attractions in Singapore, such as 20% discount at participating F&B outlets, local tourist information, local attraction recommendations and food recommendations. Other in-room kids' amenities include children's bathrobes, room slippers and specially created toiletry set.

To spread the festive cheer during the Christmas charity drive, M&C is encouraging employees and guests to adopt "Alfred & Friends" at a minimum of S\$20 for each bear. They then have the option of keeping or donating the bears to children from low-income families.

M&C has also pledged 10% of each *Ask Alfred* service hired (S\$22) to be donated to STSPMF Fund which also provides pocket money to children from low-income families to help them through school.

Ask Alfred is available at Orchard Hotel Singapore, Grand Copthorne Waterfront Hotel, M Hotel Singapore, Copthorne King's Hotel, M Social Singapore and Studio M Hotel. (Please visit [www.millenniumhotels.com.sg](http://www.millenniumhotels.com.sg).)

"Christmas is a season of giving, and in launching *Ask Alfred 2017*, we also hope to spread some cheer to the beneficiaries of The Straits Times School Pocket Money Fund, a charity devoted to helping needy kids and youth," said Mr Lee Richards, Vice President of Operations (Singapore) for Millennium Hotels & Resorts (MHR).

MHR is the Singapore subsidiary of M&C, the London-listed hotel arm of City Developments Limited (CDL). Both M&C and CDL are members of Hong Leong Group Singapore.

*Ask Alfred* is part of a global initiative by MHR's parent, London-listed Millennium & Copthorne Hotels (M&C). The name "Alfred" was used due to its popular reference to butlers and the meticulous service they provide. The first hotel group to introduce a packaged suite of services catering specially to children, Ask Alfred is our way of going the extra mile in adding that personal touch for our young guests and incorporates the charity element as a way to empower the young to help those less fortunate in the community.

(Please visit [www.millenniumhotels.com.sg/askalfred](http://www.millenniumhotels.com.sg/askalfred))

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#### **About The Straits Times School Pocket Money Fund**

The Straits Times School Pocket Money Fund (STSPMF) was started in 2000 as a community project initiated by The Straits Times that provides pocket money to children from low-income families to help them through school. STSPMF was established as a Trust on 20 October 2010 and received charity status on 14 November 2011 with Institution of A Public Character (IPC) status effective from 1 January 2012. It is governed by a Board of Trustees. Since the project inception in 2000, STSPMF has helped over 160,000 cases of children and youths in need and disbursed over \$60m. They come from families whose per capita gross monthly household income is not more than \$625. Funds raised go towards school pocket money disbursements and support of the social and educational development of the children and youths. STSPMF disburses about \$5m yearly, helping more than 11,000 needy students. A primary school pupil receives \$60 a month, while a secondary school pupil receives \$95 each month. The Fund has also extended its help from 2013 to students progressing from secondary schools to ITE, Junior Colleges and Polytechnics. Students in these educational institutions receive \$120 a month.

The children and youths can use this money to buy a meal during recess, pay for transport or use it to meet other schooling needs. The financial help also eases the burden of many parents, who are already struggling to feed their families on their meagre incomes. STSPMF disburses the funds to needy students through participating mainstream schools and social service agencies. For more information, please visit [www.spmf.org.sg](http://www.spmf.org.sg)

#### **About Millennium Hotels And Resorts**

Millennium Hotels and Resorts (MHR) is a dynamic, global hotel company, which owns, asset manages and/or operates a worldwide portfolio of over 130 hotels under three collections: Leng's, Millennium, and Copthorne. From historic addresses to trendy urban escapes across the globe, our hotels seamlessly blend genuine Asian hospitality with modern comfort. The strategic locality—and myriad offerings—of the diverse portfolio in cities such as London, Paris, Rome, New York, Dubai, Singapore, Kuala Lumpur, Beijing and Shanghai makes MHR the ideal destination for business or leisure. The Asian arm of MHR includes a portfolio of over 20 hotels in Singapore, Malaysia, Thailand, Philippines, Indonesia, Japan, China and Taiwan.

M&C is a subsidiary of Singapore listed property giant City Developments Limited. Both CDL and M&C are members of Hong Leong Group Singapore. MHR oversees the Asian arm of operations. For more information, please visit [www.millenniumhotels.com](http://www.millenniumhotels.com)

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