

Press Release
May 6, 2011

Accor Egypt celebrated Earth Guest day by planting 600 trees in its 15 hotels across Egypt with the participation of 1,180 of its employees

Accor Egypt celebrated the annual **Earth day on April 22nd**, along with 500 million other people around the world. For the event – known as **Earth Guest day** at Accor – team-based initiatives are carried out simultaneously in favor of local development, health and environment in 90 countries where the Group operates.

Thierry de Jaham, Managing Director of Accor Egypt stated *“Earth Guest day represents the climax of the actions undertaken by all Accor’s employees all throughout the year that fulfil the social and environmental commitments of the Earth Guest program. The Earth Guest program embodies Accor’s solid vision of sustainable development and dedication to conserving the planet’s resources through preservation of biodiversity, energy efficiency, waste management and water conservation throughout Accor hotels across Egypt, which relies greatly on the enthusiasm of our dedicated employees.”*

This year’s program aimed to raise awareness and encourage team member and guest involvement **of 15 hotels throughout Egypt** in Novotel Cairo Airport, Novotel Cairo 6th of October, Novotel Cairo El Borg, Novotel Sharm El Sheikh, Sofitel Cairo Maadi Towers, Sofitel Karnak Luxor, Sofitel Winter Palace Luxor, Sofitel Taba Heights, Sofitel Cecil Alexandria, Mercure Le Sphinx, Mercure Dahab Bay View, Mercure Hurghada, Mercure Romance Alexandria, Mercure Ismailia and Coralia Club Dahab.

De Jaham added *“Approximately 1,180 team members participated in planting more than 600 trees as well as cleaning up and painting areas surrounding the hotels.”*

Accor group introduced its **Earth Guest program in 2006** to structure the actions performed in the area of social and environmental responsibility around 8 priorities and to capitalize on its ability to mobilize employees, customers and partners to conserve the environment through its extensive network of hotels. In 2007, employees of 69 countries all over the world had taken part. In 2008 and 2009, employees of 77 countries took steps for a more beautiful planet.



Accor, the world's leading hotel operator and market leader in Europe, is present in 90 countries with 4,200 hotels and more than 500,000 rooms.

Accor's broad portfolio of hotel brands - Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, ibis, all seasons, Etap Hotel, Formule 1, hotelF1 and Motel 6, and its related activities, Thalassa sea & spa and Lenôtre - provide an extensive offer from luxury to budget. With 145,000 employees worldwide, the Group offers to its clients and partners nearly 45 years of know-how and expertise.

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For further information

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