

**THE PENINSULA HOTELS REVEALS MAGICAL FESTIVE MOMENTS
FOR THE FAMILY**

Taking inspiration from festive traditions around the globe, the world's leading luxury hotel reveals range of events aimed at supporting child literacy and local charities



Picture caption: The new campaign features a digital storybook that can be downloaded from the Peninsula's festive webpages.

A time to celebrate

The festive season is the perfect time to take a break from our fast-paced lives and make memories with loved ones. For nearly a century, the Peninsula name has embodied an elegant combination of tradition, glamour, innovation and unparalleled service. Today, this unrivalled mix ensures our hotels remain the ideal venue for celebrating the most important moments in life.

To help our guests truly enjoy this festive season, The Peninsula Hotels has created a range of activities that will make celebrating this year's holiday an experience they will never forget.

Celebrating festive traditions in a digital age

In support of children's literacy, The Peninsula Hotels has also produced a digital storybook, entitled '*The Nutcracker's Adventure.*' Written for the whole family to enjoy, the book will be available to download from our festive webpages on a complimentary basis.

'Stories from the Tree'

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The festive season will be brought to life at each of our ten Peninsula hotels around the globe under the theme, ‘Stories from the Tree.’ Six colorful characters – including the nutcracker, gingerbread man and red-breasted robin – will adorn giant Christmas trees in each of our grand hotel lobbies, as well as the abundant decorations that will brighten each property.

The six characters will be available to purchase for guests’ own homes, with US\$5 from each purchase being donated between Make-A-Wish Foundation and The New York Center for Children to help fund a new in-house library, complete with complimentary reading and tutoring sessions, after school story times, literacy classes and more. The project will also be supported by Scholastic Books Inc.

Festive-themed Afternoon Tea packages will also be available to book, with a further US \$5 being donated to the afore named charities from each sale.

Join us and kick off the holiday season on Tuesday, November 27 with a special Tree Lighting at Salon de Ning rooftop bar and terrace. Enjoy a live band, complimentary cocktails and light bites from 6:00pm to 7:00pm. Following the Tree Lighting, stay and sip on holiday drinks while taking in the lights of Fifth Avenue, with 50% of the night’s sales benefiting Make-A-Wish Foundation and The New York Center for Children.

Accommodation

Boys and girls of all ages can journey to the Big Apple with their families and experience our “Nights Before Christmas” Package, offering holiday fun for the whole family! Children on the “nice” list will be rewarded with an in-room gingerbread playhouse, Elf on the Shelf candy cane scavenger hunt, gingerbread cookie decorating kit, exclusive access to The Peninsula Sweet Shoppe, Christmas movie library complete with classic films, and more.

Guests who book this package will receive:

- In-room Gingerbread Playhouse set-up
- In-room candy cane scavenger hunt
- Exclusive access to the Peninsula Sweet Shoppe
- Gingerbread cookie decorating kit
- Holiday-themed turndown amenity
- Christmas movie library
- Peninsula Nutcracker ornament
- In-room holiday-themed floral arrangement
- In-room Christmas tree (Executive and Deluxe Suites only)

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- Daily American breakfast for two adults
- Daily breakfast for two children

With room rates starting at \$1,095 per night, this package is available from November 20 to December 30, 2018. Reservations can be made directly online at www.peninsula.com/newyork, by calling (212) 956 2888 or e-mail pny@peninsula.com.

In addition, guests can enjoy all the holiday magic of New York City from Fifth Avenue to Brooklyn with our Holly Jolly New York Holiday Package, providing a range of VIP holiday experiences only found in the Big Apple. Let The Peninsula New York take care of all the details for the perfect NYC holiday getaway, including a decorative window display walking tour, VIP admission to Top of the Rock, access to Saks Fifth Avenue before store opening and a trip to Brooklyn's famous Dyker Heights to view the neighborhood's tremendous holiday lights display. It is sure to be an experience not soon forgotten.

Guests who book this package will receive:

- Holiday window display walking tour
- Chauffeur-driven car to Brooklyn's famous Dyker Heights neighbourhood to view the holiday lights
- VIP access to Top of the Rock Observation Deck
- Exclusive access to Saks Fifth Avenue in advance of store opening with access to The Fifth Avenue Club
- Christmas Movie Library
- Holiday welcome amenity
- In-room holiday-themed floral arrangement
- In-room Christmas tree (Executive and Deluxe Suites only)
- Daily American breakfast for two adults
- Daily breakfast for two children

With room rates starting at \$1,395 per night, this package is available for booking from November 20 to December 30, 2018. Reservations can be made directly online at www.peninsula.com/newyork, by calling (212) 956 2888 or e-mail pny@peninsula.com.

Children's Events

Children of all ages are invited to join in on a reading of 'The Nutcracker's Adventure' at the Nutcracker Children's Holiday Tea. Taking place in the hotel's Gotham Lounge on December 8, children can attend dressed in their favorite nutcracker-themed costumes and enjoy a reading alongside The Nutcracker and sugar plum fairies while enjoying tea, cookies and more.

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Date: December 8

Time: 11:00am to 1:00pm

Price: \$85 per person (includes one holiday cocktail per adult)

A holiday favorite for families, join The Peninsula New York's Executive Pastry team for a Gingerbread House Decorating Class this season. Children and families alike can join in on the festivities complete with a child-friendly Afternoon Tea and storytelling by Mrs. Claus, while adults enjoy a tea buffet and glass of Champagne while watching the decorating activities alongside their little ones.

Date: December 15

Time: 12:00pm-2:00pm

Price: \$110 per person (includes one glass of Champagne per adult)

Reservations can be made by calling 212-903-3941 or by emailing diningpny@peninsula.com.

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About The Hongkong and Shanghai Hotels, Limited (HSH)

Incorporated in 1866 and listed on The Stock Exchange of Hong Kong (00045), HSH is the holding company of a Group which is engaged in the ownership, development and management of prestigious hotel, commercial and residential properties in key locations in Asia, the United States and Europe, as well as the provision of tourism and leisure, club management and other services. The Peninsula Hotels portfolio comprises The Peninsula Hong Kong, The Peninsula Shanghai, The Peninsula Beijing, The Peninsula Tokyo, The Peninsula New York, The Peninsula Chicago, The Peninsula Beverly Hills, The Peninsula Paris, The Peninsula Bangkok, and The Peninsula Manila. Projects under development include The Peninsula London, The Peninsula Istanbul and The Peninsula Yangon. The property portfolio of the Group includes The Repulse Bay Complex, The Peak Tower and St. John's Building in Hong Kong; The Landmark in Ho Chi Minh City, Vietnam; and 21 avenue Kléber in Paris, France. The clubs and services portfolio of the Group includes The Peak Tram in Hong Kong; Thai Country Club in Bangkok, Thailand; Quail Lodge & Golf Club in Carmel, California; Peninsula Clubs and Consultancy Services, Peninsula Merchandising, and Tai Pan Laundry in Hong Kong.

For further information, please review our Christmas Brochure, or contact:

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