

Radisson Blu Announces the Re-Launch of The Box Appeal



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Radisson Blu and Park Inn Hotels have announced the re-launch and re-branding of The Box Appeal (formerly known as the ShoeBox Appeal) for 2011. The charity campaign aims to help more people than ever before across the Middle East and runs until the 15th of September. Held in conjunction with the Red Crescent, the campaign aims to provide labourers across the UAE with essential every day necessities.

Now in its 4th year, this is the first time that all Radisson Blu and Park Inn Hotels in the UAE will take part. In addition they will be joined by Radisson Blu and Park Inn Hotels in Oman, Egypt and Bahrain. Overall 10 hotels will take part, with the seven hotels in the UAE aiming to collect 10,000 boxes between them.

Due to The Box Appeal's growing success the campaign has been given a new look and brand from local design agency North55. The creative agency designed a new logo that captures the essence of the appeal, giving the campaign a unique identity.

North55 is not the only local company to generously donate time and resources to The Box Appeal. This year Radio 1 & Radio 2, part of Gulf News Broadcasting, are supporting the campaign with an unprecedented cross station campaign. The aim is to raise more awareness, encouraging people young and old to get involved and make a difference.

The Box Appeal asks people to give back to those who need it most by filling a small box with a list of everyday items, such as toothpaste, t-shirt, a cap and shaving cream. To take part all participants have to do is pick up a box from any Radisson Blu or Park Inn [Hotels in Dubai](#) (such as the [hotel in Burj](#)

[Khalifa](#)), Abu Dhabi or Sharjah fill with the list of items and return to the hotel.

"As a company we have a long history of responsible business. It seems fitting to take this campaign region wide this year and help as many people as possible. It only takes a little time and effort to make a big difference," said Marko Hytonen, Area Vice President, Rezidor Hotel Group.

"We're also really pleased to see how much support The Box Appeal has garnered from local charities and companies, including Red Crescent, North55 and Gulf News Broadcasting. We hope that the new look of the campaign will capture the public's imagination, making this the most successful year in the history of The Box Appeal."

The Box Appeal was initially founded by [Radisson Blu Hotel Dubai](#), Media City, the first campaign was such a success in the following years Radisson Blu and Park Inn Hotels in Abu Dhabi Yas Island also joined the campaign. Over the four years the appeal has run, over 20,000 boxes have been donated, the equivalent of 2 million AED.

About The Rezidor Hotel Group

The Rezidor Hotel Group is one of the fastest growing hotel companies in the world. The group features a portfolio of more than 400 hotels in operation and under development with 88,800 rooms in over 60 countries.

Rezidor operates the brands Radisson Blu Hotels & Resorts, Park Inn by Radisson and Country Inns & Suites in Europe, Middle East, including [Dubai accommodation](#) such as [acity centre hotel Dubai](#), and Africa, along with the Club Carlson loyalty programme for frequent hotel guests. Rezidor also operates and develops the new lifestyle brand Hotel Missoni.

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