

Hyatt teams up with recognized companies and associates to volunteer this April and unveils a social pledge campaign to help local communities thrive

CHICAGO (April 1, 2013) – [Hyatt Hotels Corporation](#) (NYSE: H) announced today the start of the [Hyatt Thrive](#) Global Month of Community Service where associates at Hyatt hotels and resorts around the world will volunteer to give back to the communities they call home. Today, Hyatt also unveils a [Commit To Thrive](#) social pledge campaign, which asks associates, guests, and neighbors to take an online pledge to commit to making a positive difference in their communities. For each pledge taken up to 35,000, Hyatt will donate a book to a child in need through [Room to Read](#) and [We Give Books](#).

In its third year, the Hyatt Thrive Global Month of Community Service is focused on volunteerism to make local communities places where Hyatt associates are proud to work, where guests want to visit, where neighbors want to live, and where hotel owners want to invest. Hyatt Thrive, the company's corporate responsibility platform, is grounded in four key pillars that are crucial to fostering thriving communities: environmental sustainability, economic development and investment, education and personal advancement, and health and wellness.

"The Hyatt Thrive global framework supports our teams around the world as they build on our commitment to community engagement and environmental stewardship," said Mark Hoplamazian, president and chief executive officer for Hyatt Hotels Corporation. "Our Global Month of Community Service is a great example of the work done by the passionate people in our hotels who strive to better their communities and make a difference in the lives of the people they touch every day."

Giving Back Around the Globe

As a part of the Hyatt Thrive Global Month of Community Service, Hyatt will be working with [Starbucks](#), a leading company in corporate social responsibility, which shares Hyatt's goal of fostering thriving communities and bringing people together to make a bigger, long-lasting impact. Hyatt and Starbucks will collaborate on a day of service in Hyatt's hometown of Chicago where Hyatt associates and guests, along with Starbucks partners (employees), customers, and Chicago community members, will volunteer in Chicago's Englewood and New City communities on Chicago's South side.

"It is inspiring to team up with Starbucks - a company that shares Hyatt's vision for creating long-term, positive change," said Brigitta Witt, vice president of corporate responsibility for Hyatt Hotels & Resorts. "We know that great things can happen when two passionate companies come together for a common cause. We're excited to begin our adventure with Starbucks, and we hope that our day of service here in Chicago is just the start of our collaboration together."

In addition to working with Starbucks, Hyatt hotels recently began working with [Clean the World](#), a non-profit organization that collects recycled soap and shampoo products discarded by the hospitality industry and donates them to impoverished people around the world. Through the distribution and donation of these products, Clean the World helps to prevent millions of deaths caused by hygiene-related illnesses every year. There are currently 20 Hyatt properties around the world that work with Clean the World that have collectively donated more than 19 tons of soaps and amenities to date. To kick off the newly formed relationship, Hyatt Hotels & Resorts will donate amenities worth \$15,000 and will also encourage associates to get involved and help give back to the communities they call home.

In cities around the world, Hyatt associates will also give back throughout the month of April with local volunteer events. Highlights include:

- **London:** Andaz Liverpool Street will continue its support of [Providence Row](#), an organization that provides food, healthcare, shelter, art programs and support services in London's East End. Andaz associates will cook and serve breakfast to Providence Row clients and will also paint and refurbish the organization's reception area. Hyatt Regency London – The Churchill will team up with [West London Mission](#), a charity helping to improve homelessness in West London. Hotel associates will engage in fundraising events and refurbishing and painting projects, as well as provide work experience and training to West London Mission clients.
- **Shanghai:** A dedicated team of volunteers from Grand Hyatt Shanghai, Hyatt on the Bund, Park Hyatt Shanghai, and Andaz Shanghai will make a special visit to the Shanghai Social Welfare Institute. Volunteers will organize fun and interactive games, as well as song and dance performances for more than 150 children and seniors in need.
- **Mumbai:** Grand Hyatt Mumbai and Hyatt Regency Mumbai have joined together to address education and personal advancement, health and wellness, and environmental sustainability in Mumbai. The hotels will work directly with [Aseema](#), a charitable organization providing underprivileged children with educational opportunities. Associates will dedicate a day to volunteering at Aseema, providing children with fun, engaging and educational-based activities. Additionally, in support of Mumbai's Mahatma Gandhi blood bank, both hotels will be conducting a blood donation drive to help fight Thalassemia, a well-known red blood cell disease affecting India's youth. Lastly, in support of environmental sustainability and Earth Day, both Grand Hyatt Mumbai and Hyatt Regency Mumbai will launch a "Plant a Sapling" initiative, which will encourage employees to plant saplings in and around their communities.

To view 2012 Hyatt Thrive Global Month of Community Service initiatives from around the world, click [here](#).

Take The Pledge. Commit to Thrive.

In an effort to help even more local communities around the world to thrive, Hyatt is asking its associates, guests, and neighbors to take an online pledge to volunteer and to make a positive difference in their communities. Whether planting a tree, cleaning a park, or reading to a child, any small act can make a meaningful difference.

Visit www.HyattThrive.com/CommitToThrive to take the pledge, which will be acknowledged by an online badge that can be shared across social media channels.

For each qualifying pledge made between April 1 and April 30 this year up to 35,000 pledges, Hyatt will also commit to making a positive difference by donating a book to a child in need – up to 35,000 books. With the help of non-profit organizations [Room to Read](#) and [We Give Books](#), children around the world will receive books that will inspire their love of reading and empower them through education to succeed in school and beyond.

To learn more about the Hyatt Thrive Global Month of Community Service, visit www.HyattThrive.com/CommitToThrive.

To learn more about Hyatt's corporate responsibility program, visit www.hyattthrive.com or watch videos of Hyatt associates across the globe volunteering in their communities on the Hyatt Thrive playlist on [YouTube](#).

Terms and Conditions

To pledge, visit HyattThrive.com/CommitToThrive and share the Hyatt pledge badge on a personal Facebook, Twitter, Google+ or Weibo account between 4/1-4/30/2013 ("Pledge Period"). Limit one pledge per person. For each valid pledge received during the Pledge Period up to 35,000 pledges, Hyatt will, through WeGiveBooks.org and RoomtoRead.org, give one book to libraries and reading programs determined by Hyatt in its sole discretion. The use of third party platforms is subject to their respective terms and conditions. No purchase necessary. Hyatt reserves the right to alter or withdraw this offer at any time without notice.

For further information:

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company with a proud heritage of making guests feel more than welcome. Thousands of members of the Hyatt family strive to make a difference in the lives of the guests they encounter every day by providing authentic hospitality. The Company's subsidiaries manage, franchise, own and develop hotels and resorts under the *Hyatt®*, *Park Hyatt®*, *Andaz®*, *Grand Hyatt®*, *Hyatt Regency®*, *Hyatt Place®* and *Hyatt House™* brand names and have locations on six continents. *Hyatt Residential Group, Inc.*, a Hyatt Hotels Corporation subsidiary, develops, operates, markets or licenses *Hyatt Residences™* and *Hyatt Residence Club™*. As of December 31, 2012, the Company's worldwide portfolio consisted of 500 properties in 46 countries. For more information, please visit www.hyatt.com.

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