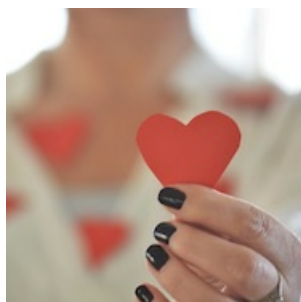


EVENTS/CAUSES

HBC, Fairmont Hotels contribute to Canadian wildfire efforts

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Hudson's Bay Company gives to the wildfire fight

By STAFF REPORTS

Canadian brands have pledged funds to assist in the efforts to combat wildfires that have devastated Fort McMurray, Alberta, Canada.

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The wildfire, which now covers 700 square miles, has caused 80,000 residents of Fort McMurray to flee from their homes and businesses, 1,600 of which have been destroyed by the fire. Local officials have had trouble battling the wildfire in oil-rich Fort McMurray due to hot, dry and windy conditions.

Joining the fight

Showing solidarity with their fellow Canadians who have been impacted by the wildfires, retailer Hudson's Bay Company and hospitality brand Fairmont Hotels & Resorts have both pledged funds to help firefighters and humanitarian organizations with their efforts.

Hudson's Bay Company, who owns Saks Fifth Avenue and Gilt, announced a \$100,000 donation from the HBC Foundation to the Canadian Red Cross.

The retailer has also launched a consumer-facing effort at its Hudson's Bay and Home Outfitters stores that asks consumers to donate HBC Rewards Points to aid in relief efforts. HBC will convert the collected points to cash and donate whatever is raised to the Canadian Red Cross Alberta Fires Emergency Appeal.

"Our thoughts are with the people of Fort McMurray," said Jerry Storch, CEO of Hudson's Bay Company, in a statement. "This is a devastating event and we remain committed to the community during this time. We are proud to join forces with our customers to support the relief efforts of the Canadian Red Cross."

Similarly, Fairmont Hotels & Resorts' properties in Alberta, including the Fairmont Banff Springs, the Fairmont Chateau Lake Louise, the Fairmont Jasper Park Lodge, the Fairmont Hotel Macdonald and the Fairmont Palliser, have pledged to help the Canadian Red Cross.

The hotel brand will donate \$25,000 toward the relief effort through its Fairmont CAREs community assistance initiative. The assistance initiative is a reflection of Fairmont's properties' dedication to serving the communities it calls home in times of need.

As the fires continue to displace local residents in Fort McMurray, Fairmont is offering a special room rate at its

nearby properties. A special \$99 room rate will be available for the next two weeks, depending on availability, at Fairmont Banff Springs, Fairmont Chateau Lake Louise, Fairmont Jasper Park Lodge and the Fairmont Palliser.

The Fairmont Hotel Macdonald will offer a 30 percent discount off its lowest available rates to those affected by the fires. Proof of Fort McMurray residency must be provided on check in.

Similarly in 2012, New Jersey-based Mercedes-Benz USA and Toyota Corp.'s Lexus each donated \$1 million to the American Red Cross to aid in Tropical Storm Sandy relief, while New York-based retailers continued to boost the city hosting their flagship stores via digital efforts.

Luxury marketers such as Mercedes, Lexus, Bergdorf Goodman and Saks Fifth Avenue took part in supporting the East Coast by encouraging donations and sharing news and advice. Luxury retailers did not suffer much in terms of sales, but these efforts likely kept brands top of mind to consumers in affected areas as the state of retail begins to return to normal ([see story](#)).

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