

TRAVEL AND HOSPITALITY

## Rosewood prioritizes literacy with educational partnership

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*Royal suite at The Carlyle Hotel in New York*

By STAFF REPORTS

Rosewood Hotel Group is pledging its support for Room to Read to take on literacy and gender equality in education.

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Timing its announcement with International Literacy Day on Sept. 8, Rosewood is kicking off its initiative by sending 100 girls in Siem Reap, Cambodia to secondary school through Room to Read's Girls' Education Program. Taking the corporate social responsibility effort beyond its own company, Rosewood will be prompting participation from friends, guests and business partners.

### ABCs of CSR

Rosewood's support of Room to Read stretches across its 55 hotels in 18 countries, including Rosewood Hotels & Resorts, New World Hotels & Resorts and pentahotels in Europe and Asia.

"People are the heart of the hospitality business, but it's not just about our guests, hotel associates and stakeholders," said Sonia Cheng, CEO of Rosewood Hotel Group, in a statement. "By supporting Room to Read, we are striving to provide children with a better future through education."

"We are committed to nurturing the next generation so they can realize their full potential and become a positive force in their communities and the world," she said.

Room to Read focuses on two crucial points in a student's life, working within schools in low-income nations to transform the education systems.



#### *Room to Read works within schools*

Early primary school is when literacy is acquired and students get in the habit of reading. Room to Read also works to inspire girls to continue their education in secondary school, where they learn necessary life skills. Room to Read builds a community of support for the girls among their relatives and school staff.

The organization In support of Room to Read, Rosewood will be hosting fundraising events, launching seasonal initiatives and donating to the cause. It will also be encouraging its community to give to the cause.

Since its founding in 2000, Room to Read has helped 10 million children in 18,000 communities in Africa and Asia.

"The education of children, particularly girls, is one of the most powerful and effective ways to address global poverty," said John Wood, founder of Room to Read. "Rosewood's enthusiastic and ongoing support will contribute to our goal of impacting 15 million children through education by 2020."

Corporate social responsibility may be about relationship building rather than transactions, but that makes it more important for brands, not less, according to Christie's executive at Luxury Interactive Europe 2015.

In addition to quality craftsmanship and great service, being a luxury brand means using a highly visible and admired position to fulfill moral and ethical responsibilities ([see story](#)).

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