

TRAVEL AND HOSPITALITY

Rosewood Hotel Group rolls out Rosewood Raise relief efforts for former staff, local communities

April 23, 2020



Broad vista: Rosewood Residences Hong Kong, pool level. Image courtesy of Rosewood Hotels & Resorts

By MICKEY ALAM KHAN

Rosewood Hotel Group, owner of properties such as the Carlyle in New York and Htel de Crillon in Paris, has debuted a new initiative to support the chain's employees and communities where it operates who have been affected by the COVID-19 lockdowns.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Called Rosewood Raise, the effort from the Hong Kong-based company is designed to raise funds for employees that were furloughed or let go and support local communities that have been affected by the temporary closure of Rosewood hotels over the COVID-19 coronavirus outbreak.

"Through Rosewood Raise, we wish to stand in solidarity and with gratitude for our associates, and in support of the local communities that are so deeply affected by the COVID-19 pandemic," said Sonia Cheng, CEO of **Rosewood**, in a statement.

Legup

The Rosewood Raise Associate Relief Fund is managed by the Emergency Assistance Foundation Inc., a 501c(3) charity created to design and operate multiple employer-sponsored disaster relief and employee hardship funds.

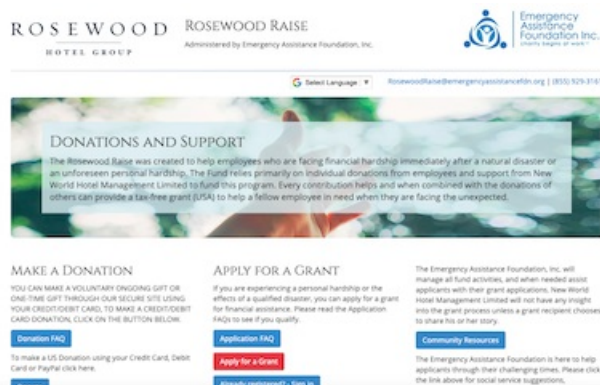
The **Rosewood Raise Relief Fund** will help staff in corporate offices and managed hotels across its three brands, Rosewood Hotels & Resorts, New World Hotels & Resorts, KHOS.

Per the company, the fund will support associates whose jobs were amongst the first and most affected by the COVID-19 pandemic, prioritizing those facing financial difficulties due to health-related needs, as well as local communities that have been especially affected by the pandemic.

After the current crisis is contained, the relief fund will continue to support Rosewood Group associates against future adversities and hardships.

Since its creation two weeks ago, the fund has received pledges of nearly \$2 million from the group's corporate

executives and associates. This includes salary contributions and a commitment from the company to match all employees' cash contributions to the fund.



Rosewood Raise is Rosewood's attempt to help staff at its various hotels who have been furloughed or let go, as well as the communities in which the properties are based. Image credit: Rosewood Hotel Group

The Rosewood Raise Community Efforts will help local communities that house Rosewood hotels and resorts.

Among the first properties in the portfolio to be affected by COVID-19, New World Hotels & Resorts' hotels in Wuhan and Guiyang helped their cities' medical workers by providing complimentary accommodations, the company said.

Many Rosewood properties throughout Asia Pacific, Europe and North America are supplying necessities and meals to medical associates, first responders and area hospitals, as well as to local organizations and charities aimed at assisting families and individuals in need, Rosewood said.

For example, Rosewood Bangkok in Bangkok, Thailand and Rosewood Miramar Beach in Montecito, California have created the *Rosewood on the Move* food delivery services to offer complimentary comfort meals to frontline workers in the hotels' respective regions.

Rosewood Miramar Beach, specifically, has already served more than 1,500 meals to essential personnel throughout Santa Barbara, CA, ranging from police officers and fire fighters to waste handlers and grocery store attendants.

OTHER PROPERTIES preparing meals for key workers at their local hospitals include Rosewood London, Rosewood Hong Kong and Rosewood Abu Dhabi.

"Our hope is that through this initiative we can provide assistance to our associates and communities who are facing serious hardship and let them know their Rosewood family is here to support them through this unprecedented time," Ms. Cheng said.

Introducing **#RosewoodRaise** - our relief initiative created in support of our associates and communities who have been impacted by COVID-19. If you are interested in supporting **#RosewoodRaise**, please visit: <https://t.co/aRTzG1e9OF> pic.twitter.com/7sSCMjIFrs

RosewoodHotels (@RosewoodHotels) **April 21, 2020**