

TRAVEL AND HOSPITALITY

Rosewood supports communities vulnerable to COVID-19 with new initiatives

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Rosewood Hong Kong. Image courtesy of Rosewood

By LUXURY DAILY NEWS SERVICE

Hospitality group Rosewood Hotels & Resorts is supporting Hong Kong with new collaborations and initiatives in response to the recent COVID-19 spike in the city.

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The group has launched a series of relief and wellbeing initiatives in collaboration with local organizations aiming to assist and support communities in need. The efforts fall under Rosewood Empowers, the group's social impact programming which works towards helping create a better global future.

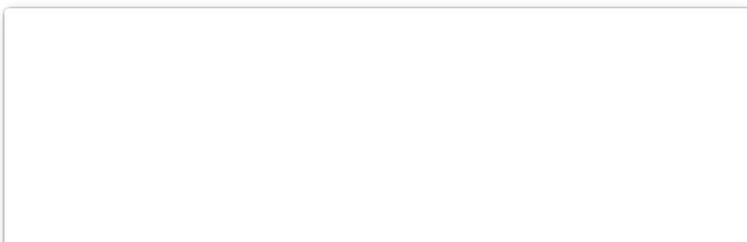
"Through Rosewood Empowers, we wish to stand in solidarity and with gratitude for our community," said Sonia Cheng, CEO of **Rosewood Hotel Group**, in a statement. "We hope to amplify our role in supporting the community and staying true to our purpose by bringing relief to those most in need.

"We are here to support the local community through this unprecedented time."

Unwavering support

Rosewood Empowers is supporting communities in Hong Kong through a two-pronged approach, the first providing immediate relief and the second serving as wellbeing support.

For immediate relief, the group is partnering with Hong Kong Young Women's Christian Association (YWCA), supporting vulnerable elderly, single and young mothers, donating anti-pandemic packs to 600 single and young mothers in need and distributing 1,800 meals to the elderly the first week in March and partnering with Society for Community Organization (SOCO) to support subdivided flat families and cage-home residents.



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A post shared by Rosewood Hong Kong (@rosewoodhongkon..

Rosewood joins other luxury brands in supporting those impacted by COVID-19

Immediate relief initiatives also include continuing its work with ImpactHK, a nonprofit that supports those who live in homelessness, providing a donation of non-perishable food supplies to support 200 homeless individuals a week and supporting Pentahotel Kowloon as it becomes a facility hosting those with mild COVID-19 symptoms.

Wellbeing support efforts include a new partnership with The Hong Kong Federation of Youth Groups (HKFYG), supporting youth affected by the pandemic, with Rosewood donating 5,000 Hong Kong dollars, \$640 at the current exchange rate, to 100 Hong Kong teenagers from low-income backgrounds to promote self-improvement through a "Family Resilience Plus" program.

An additional wellbeing support effort comes in the form of a new partnership with the Zubin Foundation to provide mental health services to ethnic minorities with a focus on women, donating 500,000 Hong Kong dollars, or about \$64,000 to "Call Mira," a helpline for women and girls.

Luxury brands across sectors continue working to help impact communities affected by COVID-19.

At the onset of the pandemic, the hospitality group launched Rosewood Raise 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 ([see story](#)).

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