PRESS RELEASE

100 local school children celebrate 100 years of Hilton with immersive healthy lifestyle activities

Marble Arch London BID, Hilton London Metropole and Westminster City Council hosted 100 local school children for a healthy lifestyle event with hands-on learnings in honour of 100 years of Hilton

London, 1 July 2019 – Marble Arch London BID, in partnership with Hilton London Metropole and Westminster City Council, celebrated 100 years of the global Hilton brand by hosting 100 local school children for a day of healthy eating and lifestyle activities. The event was part of Hilton's global campaign 'Random Acts of Hospitality', in which hundreds of Hilton properties around the world are marking this momentous anniversary by extending Hilton hospitality to their communities.

Under the careful guidance of Hilton London Metropole's Head Chef Russell Impiazzi and Cllr Heather Acton, Cabinet Member for Family Services and Public Health, 100 students aged between 7-11 were immersed in a day of exploration and education focusing on leading healthy lifestyles and looking to the future.

Activities included using a multisensory introduction to exciting produce like micro basil and mustard seed, using these new ingredients to create vegetarian sandwiches followed by taste tests of their creations, a wellbeing discussion covering topics from healthy eating and the fun of exercising to dental hygiene and mental health, and a Veg Pledge in which the children committed to eating more greens.

Kay Buxton, Chief Executive, Marble Arch London BID, comments: "Hotels and venues play a key role in the life of Edgware Road and Marble Arch, including making an important contribution to the district as a major employer, and in supporting its role as a thriving tourism hub. The area is also home to a number of schools and local community groups, which is precisely why our Community Programme exists to foster relationships between the community and businesses.

"It has been a real pleasure to work with Hilton London Metropole on this great initiative that has engaged with and excited local children on the importance of having a healthy, balanced lifestyle. A highlight of the day was seeing some of the children sample new flavours for the very first time."

Remco Nordon, General Manager, Hilton London Metropole, said: "It's wonderful to engage with the younger generation by educating children about where food comes from. It is so important to ensure our produce is sustainably sourced to ensure we bring the best to our guests, whilst also supporting the future of our planet. To teach this early in a child's education is crucial and it's a pleasure to be involved."

Cllr Heather Acton, Cabinet Member for Family Services and Public Health, Westminster City Council comments: "We are so very grateful to the Hilton Metropole for opening their doors and showing our young pupils how exciting it is to eat healthily. Russell was amazing in explaining the value of eating vegetables, providing the children with tips on how to prepare lunch and asking them to make a 'Veg Pledge'. I am sure they enjoyed the experience and learned a lot about healthy eating. It may even have inspired some budding chefs."

Miss Angeliki, teacher, Christ Church Bentinck C of E Primary School, said: “Thank you once again for the lovely session. The kids enjoyed it, and it was a great opportunity for the community to come together and for children from different schools to have the chance to meet and work alongside each other. The ingredients were very thoughtfully picked and they were healthy and delicious at the same time. I loved the idea of the 'Fruit and Veg Pledge' and how it helped end the session with such an important message about our diet and lifestyle.”

Christian, a Year 5 student at King Solomon Academy, said: “Before I went to Hilton hotel, I said I hated vegetables that I never tried before and as soon I tried the different foods such as cucumber, peppers, avocado, basil and watercress, I liked the taste very much. Since then I have started eating more vegetables and being open to the new things.”

Joining together Hilton, Westminster City Council and local schools was possible through Marble Arch London BID’s Community Programme, which offers a bespoke corporate community involvement service, resulting in long-term engagements in a range of activities from community projects, speciality skill sharing and school volunteering.

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Notes to editors:

- Schools in attendance were Hampden Gurney Church of England Primary, King Solomon Academy, Ark Paddington Green Primary Academy, Christ Church Bentinck Church of England Primary and St Mary Magdalene Church of England Primary.

About Marble Arch London BID

Established in April 2016, Marble Arch London BID provides a strong, collective voice for approximately 200 member businesses and organisations located in the Marble Arch and Edgware Road district. The BID covers the area from the northern stretch of Park Lane along Edgware Road up to the Marylebone Flyover including the Marble Arch national monument, Connaught Village within the Hyde Park Estate and Seymour Place on the Portman Estate in Marylebone.

As well as delivering a full range of management services to maintain a high standard trading environment for all businesses, the BID promotes the Marble Arch corridor as a welcoming destination, connecting the diverse local community and businesses as well as creating a vibrant shopping, dining and leisure quarter, celebrating cultural heritage and deliver an enhanced public realm.

About Hilton

Hilton (NYSE: HLT) is a leading global hospitality company with a portfolio of 17 world-class brands comprising more than 5,700 properties with more than 923,000 rooms, in 113 countries and territories. Dedicated to fulfilling its mission to be the world’s most hospitable company, Hilton earned a spot on the 2018 world’s best workplaces list, and has welcomed more than 3 billion guests in its 100-year history. Through the award-winning guest loyalty programme Hilton Honors, more than 89 million members who book directly with Hilton can earn Points for hotel stays and

experiences money can’t buy, plus enjoy instant benefits, including digital check-in with room selection, Digital Key, and Connected Room.

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