

FOR IMMEDIATE RELEASE



THE SCARLET SINGAPORE COMMEMORATES EARTH HOUR 2016

Singapore, 15 March 2016 – In support of the annual global environmental movement organised by World Wildlife Fund (WWF) and as part of its Corporate Social Responsibility programme, The Scarlet Singapore will be joining millions of others around the world on Saturday, 19 March 2016 to observe Earth Hour.

For Earth Hour this year, The Scarlet Singapore will be implementing several energy-saving measures to reduce its carbon footprint. From 8.30pm to 9.30pm, the 80-room luxury boutique hotel will switch off its façade, balcony and other non-essential lighting, as well as raise air-conditioning temperatures in public areas from 23 to 27 degree Celsius. Additionally, lighting at staff areas will be dimmed for the whole day on Saturday. Guests will also be encouraged to participate by turning off all non-essential lights, television and other electronic equipment to support this cause.

The Scarlet Singapore will also be pledging its support to protect the environment by raising awareness for water conservation by not changing guest bedroom and bathroom linen on Saturday, 19 March 2016, unless requested.

The Scarlet Singapore has always been a strong supporter of the Earth Hour initiative and is committed to supporting the global call to fight climate change for a sustainable future benefitting the next generations to come.

About The Scarlet Singapore

The Scarlet Singapore, Singapore's first luxury boutique hotel, made her debut in December 2004 and re-opened its doors in December 2013 after a five-month rejuvenation.

Vivacious and uninhibited, the interiors of this 80-room hotel pulsate with an eclectic tension, offering all who enter an adventure for the senses. The Scarlet is the perfect place for business or pleasure and staycations. Nestled amidst the vibrant Club Street community of creative agencies, specialty shops, boutique spas, trendy restaurants and cafes, wine bars, antiques shops and art galleries, The Scarlet provides a completely different 5-star experience. Historic Erskine Road leads you to a row of 1868 Early Shop Houses and an original 1924 Art Deco building, whose architectural detailing have been expertly retained and meticulously restored.

The Scarlet Singapore is located at:

**33 Erskine Road
Singapore 069333
Tel: +65 6511 3333**

www.thescarlethotels.com

For more information, please contact:

Marina Wee
Marketing & Communications Director

Grace International Pte Ltd
Tel: (65) 6222 3831 Fax: (65) 6225 0163
Email: marina@grace-int.com

Jacinda Ng
Assistant Marketing & Communications
Manager

Grace International Pte Ltd
Tel: (65) 6222 3831 Fax: (65) 6225 0163
Email: jacinda.ng@grace-int.com