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Lighting Up Christmas and Young Lives
EQ continues its CSR tradition at Christmas

KUALA LUMPUR, 14 November 2024 – A five-decade long tradition was honoured at the award-winning EQ when the hotel officially lit up its Christmas tree, signifying the start of the Yuletide season. The Christmas Tree Lighting was one of the most significant events on the calendar of EQ's predecessor, Hotel Equatorial, which stood on the exact site of Kuala Lumpur's Best Hotel.

On Thursday, 14 November 2024, guests and EQ staff gathered at the hotel lobby for the Christmas Tree Lighting. Present for the event were Donald Lim, Chief Executive Officer of Hotel Equatorial, members of the Lim family, who are owners of the property, the hotel's General Manager, Gerard Walker, corporate clients and media.

This year EQ's 30-foot Christmas tree sports a gold and red colour scheme, mirroring the hotel's subtle elegance and warm metallic interior accents. Taking two days to set up and

decorate, the tree is a resplendent reminder of the enduring mark the hotel has made over the decades among KLites.

Preceding the light-up was a choral presentation of Christmas songs from the resident carollers, with Santarina in attendance. Once the tree was a-twinkle with fairy lights, Gerard Walker spoke about EQ's long-standing annual Corporate Social Responsibility (CSR) project for Christmas. The Angel Tree Initiative dates from the founding of the hotel in 1973, and has been the hotel's way of making Christmas a brighter, warmer time for children in orphanages, welfare homes or shelters. Each year the property partners with a specific home which lists the names, gender and ages of the children in their care. These details are written on cards which are hung on a dedicated secondary Christmas tree, known as the Angel Tree.

Hotel guests who are keen to participate in the Angel Tree Initiative take cards from the Angel Tree, purchase gifts for the children, and entrust the gifts to EQ for delivery before the Yuletide celebration.

For added cheer, this year the children of Shelter Home will also be treated to a Christmas dinner at EQ on 13 December 2024. The event will feature an abundance of festive fare, games organised by the hotel staff, and goodie bags after the event.

Gerard in his speech spoke movingly on the need to remember those who lived lives of austerity throughout the year, and who deserved to know they were still remembered when families were out feasting and having fun. "There are children in the Klang Valley who have never known the largesse of Christmas, or experienced the thrill of waking to a heap of presents under the tree. To the children of Shelter Home, these are the stuff of movies. With the Angel Tree Initiative, our goal is to help make Christmas a little warmer and brighter for them," Gerard said.

The General Manager also extended an invitation for guests to come enjoy EQ's holiday cheer which will include carollers who will perform on 24 and 25 December 2024 from 7pm to 8.30pm, while Santa will be making visits to all levels of the hotel during the same time frame.

EQ's famed Holiday Spirit catalogue is a luxurious compendium of all the exciting festive events happening across the hotel's many restaurants, including buffets, celebratory meals and New Year's Eve and New Year offerings. This includes the traditional New Year's Eve Balloon Drop at the Lobby to mark the start of the New Year.

The catalogue of Holiday Spirit can be downloaded from the EQ website for an entire overview of celebrations at the hotel, and will also contain information about takeaway orders for the festivities, gift ideas, and much more.

For more details go to <https://www.eqkualalumpur.equatorial.com/eq-festive-delights/>

About EQ

EQ is part of Hotel Equatorial's legacy and is celebrating its fifth decade in the hospitality industry. The hotel is Travel + Leisure Luxury Awards Asia Pacific #1 Hotel in Malaysia 2022 – 2024 and #35 Travel + Leisure Readers' 100 Favourite Hotels in the World for 2023. Occupying the top floors of the award-winning 52-storey Equatorial Plaza, the hotel offers

440 stylish rooms, state-of-the-art banquet and meeting facilities, and an array of signature restaurants and bars such as the Bottega the lounge, Nipah the all-day dining restaurant, Kampachi Japanese Restaurant, as well as the impressive, must-visit Sky51 consisting of Sabayon, a contemporary European restaurant, and Blue, a stylish lounge with an outdoor bar offering the most stunning panoramas of the city. The 5-star hotel is also Green Building Index (GBI) Gold-certified making it one of the most energy and resource-efficient buildings in the country. Other facilities include Sanctum Wellness with its unique spa, 25m infinity pool, vitality Jacuzzi and state-of-the-art fitness centre.

Website: www.eqkualalumpur.equatorial.com

Facebook: www.facebook.com/eqkualalumpur

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