

PRESS RELEASE

SOFITEL LONDON HEATHROW IS CELEBRATING WORLD EARTH DAY



London Heathrow, 22nd April 2010 –

On the day flying resumed at London's Heathrow Airport after five days of empty skies across Europe caused by the volcanic eruption in Iceland, volunteers from the airport's only luxury hotel and largest meeting venue, the Sofitel London Heathrow at Terminal 5, led by their General Manager Vincent Madden, honoured their offer to celebrate World Earth Day by spending Thursday, 22nd April 2010 tidying up Yiewsley Recreation Ground on Falling Lane, Yiewsley.

Yiewsley's husband-and-wife ward councillors, Peter and Elizabeth Kemp, suggested the busy park clean-up to local business charity the Hillingdon Partnership Trust, and the Trust's team did the rest. "The Sofitel hotel is one of our newest Partners," said Trust chairman Air Commodore Paul Thomas, "so we are delighted that within weeks of joining their staff have been keen to become involved in community needs."

Hillingdon's Deputy Mayor, Councillor David Yarrow, visited the volunteers during their litter-picking blitz on the park, to add the Borough's thanks to the hotel team for their initiative. "By all accounts the idea of celebrating World Earth Day is gathering momentum around the globe and we are delighted the team from Hillingdon's newest luxury hotel show their commitment to the Hillingdon community and to the natural environment and our green spaces with this effort."

The team ended up with eight large bags of general litter, including paper, sweet tubes and wrappers, tissues, tubs and straws, plus a huge pile of assorted items including a restaurant-bar sign from Monsoon Bar. There was also a large crushed wood-and-steel litter bin set in a jagged concrete base, an assortment of metal bars and uprooted posts, sheets of rubber floor covering, odd planks, a broken red striped warning barrier and wooden struts, two strapped and tied bundles of newspapers from May, 2006, and a single broken crutch.



For information and booking visit: www.sofitelheathrow.com

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*an Arora Hotel

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