



RENDEZVOUS

HOTELS & RESORTS INTERNATIONAL

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For immediate release
1 March 2007

Rendezvous Announces Exclusive Fundraising Support For Children's Cancer Institute Australia

Rendezvous Hotels & Resorts International (Rendezvous) has announced their support for the internationally recognised **Children's Cancer Institute Australia (CCIA)**, as the exclusive hotel group sponsor, from 1 March 2007. The initial phase of Rendezvous' long-term commitment will aim to raise over \$100,000 in the first year, to purchase vital equipment for the continued research into finding a cure for childhood cancer: the number one killer disease of young people in Australia. As the sponsorship plan develops, further support and donations will be generated by innovative Rendezvous fundraising initiatives.

CCIA is the only independent medical research institute in Australia devoted to research into the causes, prevention, better treatments and cure of childhood cancer. Founded in 1976 by a dedicated group of parents and doctors who wanted to do something in the fight against childhood cancer, the Institute opened its first laboratory in November 1984. Over the past 22 years, CCIA's dedicated team of researchers has earned a national and international reputation for scientific excellence, helping to build the Institute from a small research organisation to a world leader in medical research into childhood cancer. Cryogenic storage units used to store cells or a Haematology Analyser, used for blood cell analysis are just two of the many pieces of equipment that are extensively used by their scientists in order to expand research and quicken the pace to finding a cure for childhood cancer.

Senior management and staff throughout Rendezvous aim to raise awareness and assist CCIA's research into childhood cancer and related diseases through a number of new charitable initiatives. Phase 1, due to launch on 1 March this year, will raise funds via guests' donations from all Rendezvous' Australian hotels and resorts. An optional donation of \$1.00 will be added to guests' bills at the end of their stay. Posters and brochures detailing information on CCIA and its research programs will be distributed throughout the Rendezvous group to guests and staff. Support for CCIA and Rendezvous initiatives will be championed by the CEO, Mr Alan Featherby.

Mr Alan Featherby, Chief Executive Officer of Rendezvous explains, "We are delighted to have now finalised our agreement with CCIA as a major sponsor to assist with fundraising for research into finding a cure for cancer in children. This is a very important initiative for our group which has my full support. I am certain all our staff and guests will get behind this very worthy cause as Rendezvous looks forward, in a small way, to helping improve the treatment of children with cancer. We can all make a difference and we now have that valuable opportunity with CCIA".

Simon Wilkins, Business Development Executive of CCIA says, "We are thrilled to welcome Rendezvous Hotels & Resorts International to become part of a special group of companies who believe that saving the life of a child could well be our own finest achievement. We are certain that only through medical research will we find the answers to the many unsolved questions relating to childhood cancer. But medical research takes dedication, patience, and money and that comes not just from our scientists but from people in the community who share our vision of improving the outcomes for children with cancer".

"By choosing to Rendezvous, you are supporting Children's Cancer Institute Australia's vision to save the lives of all children with cancer and eliminate their suffering through world class medical research."

-End-

More...

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ABN 65 081 207 838 Rendezvous Hotels (Australia) Pty Ltd

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Rendezvous Hotels (Australia) Pty Ltd is part of the Singapore listed company, The Straits Trading Company Limited. The Rendezvous Hotels & Resorts International group currently operates 15 hotels in the Asia-Pacific region:

- *Rendezvous Observation City Hotel, Perth*
- *Rendezvous Sanctuary Resort, Cable Beach, Broome*
- *Rendezvous Allegra Hotel, Adelaide*
- *The Rendezvous Hotel, Melbourne*
- *Rendezvous Stafford Hotel, Sydney*
- *Rendezvous Hotel, Brisbane*
- *Rendezvous Reef Resort, Port Douglas*
- *Rendezvous Hotel, Singapore*
- *Rendezvous Merry Hotel, Shanghai*
- *Rendezvous Baohong Hotel, Sanya*
- *Rendezvous Hotel, Auckland*
- *The Marque Hotel, Melbourne managed by Rendezvous*
- *The Marque Hotel, Brisbane managed by Rendezvous*
- *The Marque Hotel, Sydney managed by Rendezvous*
- *The Marque Hotel, Canberra managed by Rendezvous*

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