



Seda Turns Over Donation to Smile Train

January 2018..... Seda Hotels recently partnered with Smile Train, the world's largest cleft charity, to sponsor surgeries for the underprivileged. Seda's Senior Group General Manager Andrea Mastellone and Group General Manager Brett Patrick Hickey turned over to Smile Train's Country Director, Philippines Kimmy C. Flaviano a total of P349,700 representing donations accumulated over the holiday season from Seda hotels throughout the country.

Mastellone says he is delighted that Seda Hotels joined global efforts to help provide a better future to those with cleft lips and palates through corrective surgery and comprehensive cleft care. "Our partnership with Smile Train marked the commencement of our fifth anniversary initiatives. We have grown as a brand within the last five years and it is fitting that a major part of the celebration involves giving back to society," he states.

Hickey met some of the children beneficiaries at the launch of the campaign at Seda Vertis North. "It was heartwarming to see them so full of life and excited about their prospects. Their response challenged us to surpass our targets with the help of enthusiastic guests and employees," he observes.

Flaviano, who went to all the Seda hotels around the country as the campaign was introduced in each, expressed appreciation for the chain's support. "It was received well by hotel guests and employees as it gave them the opportunity to spread the spirit of Christmas. We look forward to strengthening this partnership so we can help more children with clefts around the country," she says.

Seda's partnership with Smile Train is part of Alagang Ayala Land, the hotel brand's owning company's commitment to social development and environmental stewardship.

Seda Hotels are wholly-owned and managed by Ayala Land Hotels and Resorts Corporation (AHRC). Its properties are located in Bonifacio Global City, Taguig, the flagship hotel which opened in 2012; Capitol Central, Bacolod; Centrio, Cagayan de Oro; Abreeza, Davao; Atria, Iloilo; Nuvali, Laguna; and Vertis North, Quezon City. More hotels are currently under development in other key destinations in the Philippines. ###



Images



Together with Seda group heads, Senior Group General Manager Andrea Mastellone (3rd from right) turned over a portion of the hotels' donations to Smile Train's Kimmy Flaviano (3rd from left).



Brett Hickey (second row, center) thanked guests and employees for their generous donation to Smile Train represented by Kimmy C. Flaviano (seated, 2nd from left). Ayala Land Hotels and Resorts Corporation's Group Director of Human Resources Wilma Estaura (seated, right) represented the owning company.