

#ARTOTELCARES CELEBRATING VALENTINE'S WITH ORPHANAGES

Jakarta, February 13th 2018 – #ARTOTELCares is one of CSR programs from ARTOTEL Group. This February, where love is being celebrated internationally, especially between lovers, #ARTOTELCares takes new turn celebrating it with orphanages by making and decorating cookies and cupcakes. This act was conducted early February by all unit of ARTOTEL throughout Jakarta, Yogyakarta, Surabaya and Bali and all documentations will be uploaded to ARTOTEL group's official social media on February 14th 2018, celebrating Valentine's Day and as a gentle reminder to always being kind and thoughtful.

The main propose of #ARTOTELCares for Valentine's Day is to spread out positivity and creativity to them. And also we would like to send a message to the public that keep being thoughtful to our friends in needs even just for making and decorating cookies and cupcakes. This act was conducted with the help of every ARTOTEL's chef to teach them basic techniques.

These are the orphanage housings that #ARTOTELCares visited:

Jakarta: ARTOTEL Thamrin – Jakarta with head chef and its kitchen department went to *Panti Asuhan Dorkas Menteng*, Central Jakarta. Joined by 15 kids from elementary school level, the activity was to decorate cupcakes with Valentine theme.

Yogyakarta: ARTOTEL Yogyakarta that is just recently open for public last December 2017, went to *Nursing Home Budi Dharma, Yogyakarta* conducting a drawing class on a cupcakes, followed with giving out merchandises to 20 elders. The respond was very positive from the elders as they learn something new.

Surabaya: ARTOTEL Surabaya together with head of Chef went to *Yayasan Pondok Kasih*, conducting cookies drawing. This activity was joined by 15 kids from elementary level and this activity is not easy for them but they enjoyed every bits of it.

Bali: Regional team Bali of ARTOTEL Sanur – Bali and ARTOTEL Beach Club, together they went to *Orphanage Foundation and Elishama, Bali* to bake and decorate cookies and also cupcakes. But really, it was all thanks to Chef from ARTOTEL Sanur – Bali.

Yulia Maria, Assitant Director of Marketing Communications ARTOTEL Group said, " Through #ARTOTELCares we want to celebrate Valentine's day with something different and positif by expressing creativity through making and decorating cookies or cupcakes along with orphanages. #ARTOTELCares will come around with different topic and subject to expose. Just stay tuned."

-STAY TRUE-

About ARTOTEL Group

ARTOTEL Group is a company with 3 intergrated business unit of *Hospitality, Event Management, and Merchandise*. With its vision to promote Indonesian local creative community to the world. In hospitality, ARTOTEL Group offers from budget, boutique to luxuty hotel to fulfill need of all target market, located in main and secondary city in Indonesia. Consist of **ARTOTEL, BOBOTEL, and CURATED COLLECTION**. In Food and bevarage, ARTOTEL Group provide management service of Beach Club, with Brand **ARTOTEL BEACH CLUB (ABC)**. And in *Event Management (ARTOTEL PROJECT SERIES / APS)*, ARTOTEL Group offer the client to held an art and creative activities and curate Indonesian artists. Lastly from merchandise brand **AOL**, ARTOTEL Group offer an affordable art merchandises and promoting creation of Indonesian local artist all at once.

Contact:

ANDRI MEILANI

Marketing Communication Manager

ARTOTEL Group

T: +62 21 3900 399

F: +62 21 3900 499

E: andri@artotelgroup.com

www.artotelgroup.com | www.artotelindonesia.com