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NEWS RELEASE

BIRMINGHAM HOTEL LAUNCHES "GREEN SPACES" PROJECT WITH LOCAL SCHOOL AND THE BEARDED BROZ.

The Ibis Hotel Birmingham Bordesley has launched a unique "Green Spaces" project in conjunction with Starbank school and community group the Bearded Broz.

This week, a team from the hotel, led by general manager Carlos Vieira, hosted a launch event to herald the start of an ongoing project to encourage young people to learn about gardening through hands-on experience.

The Green Spaces project will bring a riot of Spring colour to Birmingham as pupils from Starbank and members of the Bearded Broz embark on a bulb planning activity to sow daffodils in the school entrance area and grounds.

The Ibis hotel created the project to mark the 50th anniversary of Accor, the company that owns the Ibis brand globally and it was Carlos who came up with the idea of the Green Spaces theme to celebrate this landmark. The hotel has donated hundreds of bulbs and each child has also been given a hyacinth bulb and plant pot to take home to nurture over the winter.

The first 50 bulbs were sown at the newly refurbished hotel by 30 pupils from Starbank helped by the Bearded Broz's and supported by Office Landscapes, a local landscaping company, before the Green Spaces team moves onto the school where the planting will continue.

The project will be split into two stages, the launch and in Spring the hotel will be inviting the school children and teachers back to see the flourish of daffodils. The hotel will then donate the plant pots to the school gardening club.

“I am really proud to launch the Ibis Hotel Birmingham Bordesley Green Spaces project with such motivational people involved in a great deed for the local community,” said Carlos Vieira, general manager of the hotel. “This hotel initiative is a superb way of introducing children to the joy of gardening and creating pleasant, attractive environments which they have helped to create.”

Sarah Portlock, Deputy Head of Starbank School Road Site explained: “Starbank School, Bierton Road Site, is delighted to be involved in such a worthwhile community partnership project. Our pupils really enjoyed planting the bulbs with the manager Carlos and his team, at Ibis Hotel, Bordesley. Carlos and the Beard Broz then visited our Bierton Road site to support us in planting bulbs at the front of our school. We are looking forward to seeing the abundance of Spring colour!”

The Ibis Hotel Birmingham Bordesley is owned by Starboard Hotels, a London based privately-owned hotel owner and operator.

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For further information please contact Flex Media info@flex-media.co.uk or Nicolette Webster 07798 628429

About Starboard Hotels.

Starboard Hotels is an award winning owner and operator of franchised hotels under the world’s leading brands such as Holiday Inn Express (IHG), Days Inn (Wyndham), Best Western and ibis/ Accor hotels.

With 13 hotels in key UK locations and over 1,200 bedrooms Starboard is a specialist in small and medium size UK based hotels ranging from limited service hotels to full service properties. Hotels in Starboard’s operating portfolio include the Best Western Carlton Hotel Blackpool and Best Western Plus Epping Forest Hotel, Days Inn Wetherby, Holiday Inn Express Greenock, the multi award-winning Holiday Inn Express Burnley, the Holiday Inn Express Leeds Armouries, Holiday Inn Express Tamworth, Holiday Inn Express Ramsgate and a number of Ibis Hotels in key UK cities such as Birmingham, Sheffield, Leicester, Plymouth and London Gatwick.

Starboard Hotels has been recognized with a number of industry awards. In 2014 the Holiday Inn Express Burnley was presented with the IHG’s Developing People award for its outstanding achievements in encouraging people to pursue a career in the hospitality industry. The hotel also won the category of Best Small Group Hotel Employer in Hospitality in 2013 and placed fourth in the Top 50 Best Employers in Hospitality at the Best Employers in Hospitality Awards the same year. In 2010 the

Holiday Inn Express Burnley has been awarded with the IHG Torchbearer EMEA Hotel award.

Starboard Hotels is accredited with Investors In People (IIP) and ISO 9001 and 1400 and has a number of ongoing active business projects in key UK locations.