

Swire Hotels Promotes Mental Health Through Food in Partnership with Local Charity, Mind HK

To support mental health this October, all Swire Hotels restaurants in Hong Kong will be participating in the city's first-ever Mental Health Restaurant Week



MR & MRS FOX Dining Space

Hong Kong, 12 October 2022 – This October, all four restaurants under the Swire Hotels group in Hong Kong will be participating in Mind HK Mental Health Restaurant Week 2022, an initiative hosted by local mental health charity, Mind HK. This includes Salisterra, The Continental, FEAST (Food by EAST), and MR & MRS FOX, all of whom will be donating 8% of their Monday lunchtime proceeds to support the development of Mind HK's iACT (Improving Access to Community Therapies) initiative.

Swire Hotels has been an ongoing advocate within the diversity & inclusion space, working with partners such as Cookie Smiles to provide equal opportunities to people with disabilities. Through the EAST brand's Ideas to Wake Up to speaker series, they also regularly host thought leaders in their spaces to encourage open discussion about these issues.

In this latest partnership, Swire Hotels is supporting the city's first-ever Mental Health Restaurant Week from 15 to 30 October 2022. Themed under "Food for Thought & Time to Talk", the campaign sees some of Hong Kong's favourite food and beverage destinations promote social connection and mental health awareness through food. All proceeds from the campaign will be donated to support Mind HK in providing complimentary or low-cost community-based mental health services for people in need.

Mark Percy, EAST Hong Kong's Director of Restaurant & Bar/Executive Chef and member of Swire Properties' Male Allies comments, "Increasingly, we as a society need to realise that looking after our Mental Health is as important as looking after our physical health, if



not more. At Swire Hotels, we strive to push this agenda forward, step by step, day by day, little by little. Our work at Male Allies with our parent company, Swire Properties, is a primary example of how we believe Diversity and Inclusion is no longer a catch-phrase, but an ever-important pillar to the way we work and live every day. We look forward to making a bigger difference with the help of Mind HK.”

Not only will this initiative raise funds to finance low-cost mental health services, but is also aimed at bringing people closer together over food, creating a space for people to reconnect and show the importance of supporting our own and others’ mental health.

Kristina Snaith-Lense, General Manager, The Upper House says, “We are delighted to take part in this initiative by donating proceeds and helping to remove the stigma surrounding these issues. Championing well-being and promoting a purposeful, healthy and rewarding lifestyle is an integral part of The House ethos, and creating connection through food is so close to our hearts. We are honoured to increase the presence of hospitality brands in this important space.”

By collaborating with like-minded organizations such as Mind HK, Swire Hotels hopes to continue to advocate for mental health awareness, paving the way for a more inclusive future.

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In Support of



More Images Here: [Images](#)



FEAST (Food by EAST), EAST Hong Kong



Salisterra’s sharing platter, Plateau de Fruits de Mer



Private Dining Room at Salisterra



A family meal at The Continental



Details about Mind HK Mental Health Restaurant Week 2022

Date: 15 – 30 October 2022

For participating restaurants and more information about the campaign, please visit the official website: www.mentalhealthrestaurantweek.com

About Swire Hotels

Swire Hotels creates and manages distinctive hotels in Hong Kong, the Chinese Mainland and the United States under two brands, The House Collective and EAST, providing unscripted and authentic experiences for travellers who seek originality, style and personalised service.

The House Collective, a group of Houses each uniquely imagined and inspired by their locations, began with the opening of The Opposite House in Beijing in 2008, followed by The Upper House in Hong Kong, The Temple House in Chengdu and the latest addition, The Middle House in Shanghai, which opened in 2018. EAST are lifestyle hotels located in Hong Kong, Beijing and Miami with an emphasis on working playfully and playing productively. Located in key commercial districts, EAST brings these cities' buzzing dynamism right to our guests.

About Mind HK

Mind HK (Mind Mental Health Hong Kong Limited) is an S88 registered charity (91/16471), which was launched in 2017. The organisation's vision is to ensure that no one in Hong Kong has to face a mental health problem alone. Through resources, training, and outreach campaigns and programmes, the work of Mind HK helps to raise awareness of mental health and reduce the associated stigma, with the aim of achieving the best mental health for all in Hong Kong. With existing collaboration and research efforts, Mind HK is here to support Hong Kong in becoming a global leader and regional model for public mental health. For more on their work, vision, and mission, please visit www.mind.org.hk.

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