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## PRESS RELEASE

# Radisson Hotel Group Partners with ECPAT-USA

### Global hospitality leader reinforces commitment in the fight against human trafficking

As part of the company's Responsible Business strategic initiatives, Radisson Hotel Group today announced its partnership with ECPAT-USA, the leading policy organization seeking to end the commercial sexual exploitation of children through awareness, advocacy, policy, and legislation.

Radisson Hotel Group will join ECPAT-USA's Tourism Child-Protection Code of Conduct ([The Code](#)), a worldwide network of organizations working to end the sexual exploitation of children around the world.

"Our company has long supported efforts against human trafficking, especially programs to protect children against sexual exploitation," said Inge Huijbrechts, global senior vice president Responsible Business and Safety & Security, Radisson Hotel Group. "We are proud to join ECPAT's Code and its global mission."

According to the International Labor Organization, over 40 million people are living in slavery worldwide and 1 in 4 victims of modern slavery are children.

The Code is the world's first and only voluntary set of business principles travel and tour companies can implement to prevent sexual exploitation and trafficking of children. The Code is a joint venture between the tourism private sector and ECPAT that provides awareness, tools, and support to the travel and hospitality industry.

"Only by working in partnership with travel industry leaders can we reduce the channels in which traffickers operate," said Michelle Guelbart, Director of Private Sector Engagement at ECPAT-USA. "We believe this partnership with Radisson Hotel Group will help expand our efforts given the company's global reach and longstanding commitment to ending child trafficking and exploitation."

This bold initiative materializes at a timely manner, in conjunction with the roll-out of Radisson Hotel Group's fully remastered Responsible Business training program. The training program equips the group's 1,100+ hotels in operation with expertise and skills on an array of topics with a special emphasis on roles hotels play in tackling modern day exploitation.

For more details about the company's Responsible Business strategy, please visit [radissonhotelgroup.com/responsible-business](http://radissonhotelgroup.com/responsible-business). More information on The Code can be found at <http://www.thecode.org>.



## **ABOUT RADISSON HOTEL GROUP**

Radisson Hotel Group is one of the world's largest hotel groups with seven distinctive hotel brands, and more than 1,400 hotels in operation and under development around the world. Radisson Hotel Group portfolio includes Radisson Collection, Radisson Blu, Radisson, Radisson RED, Park Plaza, Park Inn by Radisson and Country Inn & Suites by Radisson.

Radisson Rewards is our global rewards program that delivers unique and personalized ways to create memorable moments that matter to our guests. Radisson Rewards offers exceptional loyalty benefits for our guests, meeting planners, travel agents and business partners.

Radisson Meetings places its guests and their needs at the heart of its offer and treats every meeting or event as more than just a date on the calendar. Radisson Meetings is built around three strong service commitments: Personal, Professional and Memorable, while delivering on the brilliant basics, our signature Yes I Can! service spirit, and being uniquely 100% Carbon Neutral.

More than 95,000 global team members work for Radisson Hotel Group and at the hotels licensed to operate in its systems.

For more information, visit:

[www.radissonhotelgroup.com/media](http://www.radissonhotelgroup.com/media)

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### **About ECPAT-USA**

ECPAT-USA is the leading anti-child trafficking organization in the United States seeking to end the commercial sexual exploitation of children through awareness, advocacy, policy, and legislation. ECPAT-USA is a member of ECPAT International, a network of organizations in more than 95 countries with one common mission: to eliminate the sexual exploitation of children around the world. For more information, visit [www.ecpatusa.org](http://www.ecpatusa.org).



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