

news release

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MANDARIN ORIENTAL CELEBRATES NEW SINA WEIBO APPLICATION WITH PHOTO COMPETITION

‘My Moments of Delight’ contest offers the chance to win a stay at Mandarin Oriental

Hong Kong, 8 April 2014 – [Mandarin Oriental](#) is delighted to launch an innovative photo-sharing application with a month long competition on popular Chinese microblog site, Sina Weibo. Entitled *‘My Moments of Delight’*, the competition encourages visitors to upload and share photographs of interesting and delightful ‘moments’ taken at any Mandarin Oriental hotel worldwide.

Guests visiting the [photo competition page](#) will be guided through a simple upload process. Participants will be asked to follow Mandarin Oriental’s [Sina Weibo](#) account, select three friends to share the photo, identify the location of the hotel and upload the entry photo. Full competition details can be found on the [‘My Moments of Delight’](#) competition page.

At the end of the month, three grand prize winners will be picked by the Group’s award-winning corporate photographer, [George Apostolidis](#). Winners will be eligible for hotel stays at Mandarin Oriental hotels in Sanya, Shanghai and Guangzhou.

In addition, guests who have five photographs with the greatest number of ‘likes’ will each receive a collection of Mandarin Oriental branded travel accessories.

“The Group’s social media platform is designed to engage fans in a meaningful two-way conversation, and this new feature allows us to extend that dialogue,” said Mac Joseph, Mandarin Oriental Hotel Group’s Senior Manager, Social Media Marketing. “This is a great way for our guests to showcase their photography skills and join like-minded fans around the world in sharing their special moments at Mandarin Oriental.”

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The competition takes place from 8 April, 2014 to 7 May 2014 and is open to applicants of 18 years of age and older, excluding employees of Mandarin Oriental, official partners and vendors. For complete terms and conditions, please visit the [photo competition](#) page on Sina Weibo.

About Mandarin Oriental Hotel Group

Mandarin Oriental Hotel Group is the award-winning owner and operator of some of the most luxurious hotels, resorts and residences. Having grown from a well-respected Asian hotel company into a global brand, the Group now operates, or has under development, 44 hotels representing close to 11,000 rooms in 25 countries, with 20 hotels in Asia, ten in The Americas and 14 in Europe, Middle East and North Africa. In addition, the Group operates or has under development, 13 Residences at Mandarin Oriental connected to its properties.

Photography of Mandarin Oriental is available to download in the [Photo Library](#) of our [Media](#) section, at www.mandarinoriental.com.

Visit [Destination MO](http://www.mandarinoriental.com/destination-mo/) (<http://www.mandarinoriental.com/destination-mo/>), the online version of [Mandarin Oriental Hotel Group](#)'s bespoke publication, *MO*. News about our award-winning hotels, the best dining experiences, spa treatments, travel retreats and interviews with the Group's celebrity fans is now just a click away. Further information is also available on our [Social Media](#) channels.

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