

news release

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MANDARIN ORIENTAL ANNOUNCES NEW CELEBRITY FAN FOR GLOBAL BRAND ADVERTISING CAMPAIGN

Award-winning American actor, film director and narrator Morgan Freeman, welcomed as newest celebrity fan for Mandarin Oriental's award-winning global campaign

Hong Kong, 24 February 2014 -- Mandarin Oriental's USD multi-million global advertising campaign "[He's a Fan/She's a Fan](#)", continues to gather 'fans' from around the world. The latest addition is one of the world's most recognizable stars – the respected American actor, film director and narrator, Morgan Freeman.

Well-known portrait photographer Mary McCartney, photographs each celebrity in a location of their choice which, for them, best represents a feeling of well-being. Freeman chose to be photographed in New York, one of his favourite cities.

Renowned for his performances in films such as *The Shawshank Redemption*, *Driving Miss Daisy* and *Street Smart*, Morgan Freeman won an Academy Award for his role in *Million Dollar Baby* and in 2009 was nominated again for his portrayal of Nelson Mandela in Clint Eastwood's *Invictus*. At the 2012 Golden Globes, Freeman received the Cecil B. De Mille Award for his 'outstanding contribution to the world of entertainment.'

A self-confessed adventurer, Freeman was a fighter pilot before embarking on his acting career, and his love of travel still takes him around the world. As someone who values his privacy, he says that he "particularly loves the solitude and discreet service he experiences at Mandarin Oriental Hyde Park, London, where 'quiet means quiet'."

"The award-winning campaign continues to make a strong statement about the Group in a simple and luxurious manner, and we are delighted to welcome Morgan Freeman as our newest ambassador," said Jill Kluge, Mandarin Oriental Hotel Group's Director of Brand



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Communications. “By focusing on celebrities who clearly appreciate the finer things in life, we have been able to show the quality of our hotels in a far more interesting way than traditional hotel advertising,” she added.

The campaign is designed to raise Mandarin Oriental’s brand awareness globally in print and in digital media, by elegantly connecting Mandarin Oriental’s well-recognized symbol - the fan - with international celebrities who regularly stay at the Group’s hotels. In appreciation of their support, the Group makes a donation to each celebrity’s individual choice of charity. Freeman’s charity of choice is the St. Jude’s Children’s Hospital in Memphis.

Morgan Freeman joins Mandarin Oriental's 27 existing fans: Cecilia Bartoli, Caterina Murino, Sir Peter Blake, Lin Chiling, Karen Mok, Kevin Spacey, Christian Louboutin, Sophie Marceau, IM Pei, Michelle Yeoh, Jane Seymour, Kenzo Takada, Jerry Hall, Vanessa Mae, Vivienne Tam, Barry Humphries, Frederick Forsyth, Darcey Bussell, Bryan Ferry, Liam Neeson, Dame Helen Mirren, Maggie Cheung, Sigourney Weaver, Sir David Tang, H el ene Grimaud and Sa Ding Ding.

More information and [behind the scenes footage](#) about Mandarin Oriental’s fans can be found on the Group’s website at <http://www.mandarinoriental.com/>

Mandarin Oriental Hotel Group is the award-winning owner and operator of some of the most luxurious hotels, resorts and residences. The Group has grown from a well-respected Asian hotel company into a global brand and now operates, or has under development, 45 hotels representing over 11,000 rooms in 26 countries, with 20 hotels in Asia, 11 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.

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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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