

news release

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MANDARIN ORIENTAL ANNOUNCES NEW CELEBRITY FAN FOR GLOBAL BRAND ADVERTISING CAMPAIGN

Internationally-renowned Taiwanese actress and model, Lin Chiling, welcomed as newest celebrity fan for Mandarin Oriental's award-winning global campaign

Hong Kong, 26 September 2012 -- [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 the internationally-renowned Taiwanese actress and model, Lin Chiling.

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. Having lived and travelled throughout Japan, Chiling chose to be photographed in Tokyo for Mandarin Oriental's campaign – a city of which she is particularly fond. Her current favourite hotel in the Group is Mandarin Oriental, Tokyo, especially the hotel's sky-high spa.

Chiling's meteoric rise to fame has been dubbed the 'Lin Chiling Phenomenon'. Celebrated for her beauty and gentle demeanour, she is regarded as the premier model in Taiwan and throughout Asia. She has appeared in television and movies as a leading actress and television presenter, and has hosted a number of events, including the *Golden Horse Movie Awards*, the *Golden Melody Music Awards* and the *Golden Bell Television Awards*, which are regarded respectively as the 'Oscars', 'Grammys' and 'Emmys' of Asia.

Her silver screen debut as the female lead in *Red Cliff*, by acclaimed director John Woo, won her recognition and a nomination for 'Best New Performer' at the Hong Kong Film Awards. The film went on to become the highest grossing movie in Chinese cinema history.

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As a multilingualist, Chiling is proficient in English, Chinese, Cantonese and Japanese. She starred in the popular Japanese television series *The Moon Lovers*, and this year has completed three movies, *Dwelling in the Fuchun Mountains*, *Sweetheart Chocolate* and *101st Marriage Proposal*. In 2011, she established her own “Chiling Charity Foundation” to help children under eighteen realize their dreams.

“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 Lin Chiling as our newest ambassador,” said Jill Kluge, Mandarin Oriental Hotel Group’s Director of Brand 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 on-line media, by elegantly connecting Mandarin Oriental’s well-recognized symbol - the fan - with international celebrities who regularly stay at the Group’s hotels. As a support to her efforts in spreading the love to the society, the Group makes a donation to Chiling Charity Foundation which raise funds for underprivileged children.

Lin Chiling joins Mandarin Oriental's 24 existing fans: Karen Mok, Kevin Spacey, Christian Louboutin, Sophie Marceau, IM Pei, Lance Armstrong, Michelle Yeoh, Jane Seymour, Kenzo Takada, Jerry Hall, Vanessa Mae, Vivienne Tam, Barry Humphries, Frederick Forsyth, Darcey Bussell, Bryan Ferry, Liam Neeson, Helen Mirren, Maggie Cheung, Sigourney Weaver, Sir David Tang, Harry Connick Jr., H  l  ne Grimaud and Sa Ding Ding.

More information about Mandarin Oriental’s fans can be found on the Group’s website at www.mandarinoriental.com

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Mandarin Oriental Hotel Group is the award-winning owner and operator of some of the world's most prestigious hotels and resorts. The Group now operates, or has under development, 45 hotels representing 11,000 rooms in 28 countries, with 19 hotels in Asia, 13 in The Americas and 13 in Europe, Middle East and North Africa. In addition, the Group operates, or has under development, 14 *Residences at Mandarin Oriental* connected to its properties.

Photography of Mandarin Oriental is available to download, in high and low resolution, in the [Photo Library](#) of our *Media* section, at www.mandarinoriental.com. Please join us on Facebook (www.facebook.com/MandarinOriental) and Twitter (www.twitter.com/mo_hotels)

Visit [Destination MO](http://www.destinationMO.info) (www.destinationMO.info), 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.

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