

## **GEOFFREY RUSH IS THE LATEST CELEBRITY FAN TO JOIN MANDARIN ORIENTAL HOTEL GROUP'S GLOBAL CAMPAIGN**

**Hong Kong, 26 September 2016** – Geoffrey Rush, the award-winning Australian actor, has been welcomed as the newest celebrity fan to join [Mandarin Oriental's](#) USD multi-million global advertising campaign “[He's a Fan/She's a Fan](#)”.

The campaign elegantly connects 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. Geoffrey Rush is the Group's thirtieth fan to join the campaign, and has chosen UNICEF to benefit,

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. Rush chose to be photographed at the renowned Victoria and Albert Museum in London, while on a film shoot in the city.

As a fan of elegance and style, Geoffrey Rush has referenced his particular fondness for Mandarin Oriental Hyde Park, London, where he recalls watching the Horse Guards Parade from a guestroom balcony with his young children, 20 years ago. An added element of hotel luxury for Rush is, “if there's a swimming pool”.

During the shoot, Geoffrey Rush was interviewed about his life and admitted that there is “no guidebook for winning an Oscar”. However, he is one of only a handful of actors to have won the ‘Triple Crown’ –namely an Oscar, a Tony and an Emmy. Rush, who says he delights in scripts that “glow in your hand”, has acted in 63 diverse feature films, and is most well-known for his roles in *Shine*, *The King's Speech* and *Pirates of the Caribbean*. He is also an accomplished pianist.

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“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 Geoffrey Rush 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 more interesting way than traditional hotel advertising,” she added.

Mandarin Oriental's international celebrity fans are: Chen Kun, Isabelle Huppert, Lucy Liu, Morgan Freeman, 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, Dame Helen Mirren, Maggie Cheung, Sigourney Weaver, Sir David Tang, Hélène Grimaud, Sa Ding Ding and Geoffrey Rush.

More information about Mandarin Oriental’s fans and video interviews with the celebrities, including [Geoffrey Rush](#) can be found on the Group’s website at <http://www.mandarinoriental.com/>

### **About Mandarin Oriental Hotel Group**

Mandarin Oriental Hotel Group is the award-winning owner and operator of some of the world’s most luxurious hotels, resorts and residences. Having grown from its Asian roots into a global brand, the Group now operates 29 hotels and eight residences in 19 countries and territories, with each property reflecting the Group’s oriental heritage and unique sense of place. Mandarin Oriental has a strong pipeline of hotels and residences under development, with the next hotel opening planned in Doha.

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

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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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