

Press Release

USED BOOK DONATION, INITIATED BY ARTOTEL GROUP FOR NATIONAL BOOK DAY CELEBRATION

Jakarta, May 2019 – ARTOTEL Group conducts Corporate Social Responsibility (CSR) activity in collaboration with Kutu Buku to celebrate National Book Day 2019.

Indonesia celebrates its National Book Day on May 17, 2019, and ARTOTEL Group is participating the celebration with a CSR program by collecting used books, to be donated to remote access in Indonesia. Collaborating with Kutu Buku, a non-profit organization that focuses on collecting used books, ARTOTEL Group invites its loyal guests and employees to donate their used books from May 13 until May 26 2019 at every ARTOTEL Group property in Bandung, Jakarta, Yogyakarta, Batu, Surabaya, and Bali

Aside from collecting used books mentioned above, ARTOTEL Group also adds some excited creative programs during May 17, 2019:

1. Art Workshop with Hand Lettering theme at every ARTOTEL Group property. The payment method for this workshop is only by donating one used book.
2. Exchanging your used book for a cup of “Buka Mata”, ARTOTEL Group’s signature coffee blend in every F&B outlet of ARTOTEL Group.

Additional notes from Kutu Buku, which are the book that will be donated should be suitable for the age of 10 and above; non-comic, pornography, violence, and religion related book; and the book should be in a readable condition. All collected books will be delivered to the recipients such as Taman Bacaan Lakoat Kujawas in NTT and Taman Bacaan Nuhu Evav in Maluku.

Yulia Maria, Assistant Director of Marketing Communications ARTOTEL Group adds, “The celebration of National Book Day in Indonesia is unfortunately not getting much of exposure, in which ARTOTEL Group wants to educate and ask its guests and employees to participate. For us, Book is a window to see the world, and we, together with Kutu Buku, are hoping that the donated books can give a chance for the villagers to see the world. ”

-STAY TRUE-

About ARTOTEL Group

ARTOTEL Group is an Indonesia's hospitality company with 4 integrated pillars of Hotel, F&B, Event Management and Curated Merchandise. As a lifestyle brand, ARTOTEL Group offers selection of accommodations, from boutique designed hotel up to premium level, from the mass market accommodation to the luxury. On Hotel industry, ARTOTEL Group offers some hotel brands such as **ARTOTEL, CURATED COLLECTIONS, BOBOTEL, ROOMS INC, ARTOTEL CASA, and NAVAS**. On Food & Beverage industry, ARTOTEL Group offers an independent management of restaurant, Bar, and Beach Club such as **DOUBLE CHIN, BANG BANG, ROCA, BART & ARTOTEL BEACH CLUB (ABC)**.

Through Event Management, under the name of **ARTOTEL Project Series (APS)** and Curated Merchandise of **ART of Life (AOL)**, ARTOTEL Group has a vision to support and take part on the growth of Indonesian Creative Industry by supporting local players, collaborate with them through workshop, art exhibition, creative event, and by producing merchandise featuring artwork of emerging local artist.

Hotel: **ARTOTEL** Surabaya, Jakarta: Thamrin, Wahid Hasyim, Bali: Sanur, Haniman – Ubud, Yogyakarta. **Curated Collections:** de Braga by ARTOTEL – Bandung, Alpines by ARTOTEL – Batu, Goodrich Suite by ARTOTEL – Jakarta. **Rooms Inc** Semarang.

Restaurant & Bar: **ARTOTEL Beach Club** - Sanur, **Double Chin** – Jakarta, **BANG BANG** – Jakarta, **Lidah Lokal** Sanur - Bali, **ROCA** Surabaya & Yogyakarta, **BART** Jakarta & Sanur – Bali, **Slide Bar** – Yogyakarta.

Pipeline: **ARTOTEL** Semarang, Setiabudi - Jakarta. **BOBOTEL:** Gatot Subroto - Medan, Poris 88 - Tangerang, Mangga Dua – Jakarta. **ARTOTEL CASA** Kuningan – Jakarta. **NAVAS** Ubud – Bali. **Restaurant & Bar:** Fat Elephant & 11/12 Rooftop Bar - Semarang. **Beach Club:** Huna Huni Nusa Penida - Bali. Lombok: Mandalika Beach Club by ARTOTEL, Amber Beach Resort by ARTOTEL.

Contact:

ANDRI MEILANI

Marketing Communication Manager

ARTOTEL Group

T: +62 21 3900 399

M: 081283212251

E: andri@artotelgroup.com

YULIA MARIA

Asst Director of Marcom

ARTOTEL Group

T: +62 21 3900 399

M: 08129982567

E: yulia@artotelgroup.com

www.artotelgroup.com