

REGINA INN

HOTEL AND CONFERENCE CENTRE

Regina Inn's 8th Annual Kindness Week Celebrates

"Leave a Tree of Kindness"

Regina, Saskatchewan (November 8-12, 2010) World Kindness Week was established as a global grass roots awareness campaign and celebration of the power of Random Acts of Kindness. The goal is to reverse the tide of anger and violence in our society by deepening our connection with others through the practice of simple, day-to-day kindness to our fellow humankind.

The theme for Kindness Week this year is "Leave a Tree of Kindness" with many of our events keyed to raise funds to support SOFIA House. While the Regina Inn Hotel and Conference Centre Associates will be armed and ready to commit random acts of kindness at every opportunity, our major event for Kindness Week is:

Tuesday, November 9, 2010, Hotel Lobby, 3:30 to 4:30 pm - "In Her Shoes"

Our highlight event of the week combines big hearts with big feet! Five brave "soles" (male members of our Leadership Team and Associates) will be putting themselves in HER shoes by learning how difficult it is to walk in women's heels on our lobby catwalk. They are raising awareness of violence against women and raising funds for Sofia House women's shelter. In addition, we are hosting an auction for Associates of a framed Riders Centennial Jersey with proceeds going towards SOFIA House.

The ongoing endorsement of World Kindness Week is part of SilverBirch Hotels and Resorts' national "Hotels With Heart" initiative. This includes the "Friends in Need" program that offers reduced hotel rates around the holiday season in December with proceeds benefiting local charities; scholarship programs to support students seeking to further studies in tourism; and the adoption of the ECOmmodation Green Key program where hotels are certified "green" under the Hotel Association of Canada's energy and environmental conservation ranking system.

"Kindness is at the heart of hospitality," said Angela Lockhart, Director of Sales & Marketing. "Through the Regina Inn's Kindness Week celebration, we want to celebrate our culture of kindness with gestures of goodwill in the community."

In August 2002, Silver Birch Hotels and Resorts was the exclusive hospitality sponsor of the Extreme Kindness Tour, launched by four young men from Victoria, B.C. Crossing Canada in just three months, the Kindness Crew stayed at 19 Silver Birch hotels across Canada and together with the hotel's associates conducted random acts of kindness that ranged from cleaning up streets to lending a helping hand wherever there was a need. The Kindness Crew has published a book "Cool to Be Kind: Random Acts and How to Commit them" about their journey.

Sarah Valli, Executive Director of SOFIA House, says "The Regina Inn understands the power of community. They have supported SOFIA House, a non-profit agency funded only through community resources, to educate others of the difficulty people face when they are starting to follow a new path. The Regina Inn participates in World Kindness Week, organizing an event of "In Her Shoes". This event provides a chance for everyone to step out of their roles and spend time identifying the challenges our friends, sisters, brothers and neighbours face."

"SOFIA House is a second stage shelter with a mission to put a stop to the cycle of domestic violence. With the support of our community we provide 10 furnished apartments to families who are committed to leaving a domestic relationship and starting a new life free of violence. At

SOFIA House our shelter is designed to assist women and their families but we strongly feel that the children, boys and girls are the focus for healing. Breaking the cycle requires that we support the all the children so they can understand the power of community and know that we want safety for everyone”.

The Bay Regina has gratefully donated shoes and accessories for use at our event. In addition, The Bay Regina will donate clearance items from their store in the Cornwall Centre to SOFIA House.

Regina Inn is managed by Silver Birch Hotels and Resorts, one of Canada’s leading hotel management companies, currently managing more than 20 hotels and resorts in Canada. The company manages independent hotels and hotels operating under major franchise brands including some Crowne Plaza, Radisson, Hilton, Quality, Gouverneur, Best Western and Ramada properties and is fully owned by British Columbia Investment Management Corporation (“bcIMC”), a Canadian leader in investment funds management that is based in Victoria, British Columbia.

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