

Scandic guests can now donate loyalty points to Save the Children

Through a new agreement between Scandic Hotels and Save the Children, Scandic employees, guests and members of the Scandic Friends loyalty program can help Save the Children in their important initiatives to promote integration and inclusion – including donating loyalty points that will be converted into money. This new initiative starts at the end of January and will be carried out across all Scandic markets.

- This is a partnership that we at Scandic are very proud of. That across all Scandic markets, our employees, together with our guests and members, can support the important work that Save the Children is doing. We want to be an active and positive force for change in the many communities we operate in and we see this cooperation as an important part of putting our company values into action, says Lena Bjurmer, SVP HR & Sustainability at Scandic Hotels Group.

On the corporate level, Scandic has been working purposefully to address integration and inclusion issues for many years. The purpose of the in-depth cooperation is to involve and engage Scandic's employees in projects to support Save the Children's work while making it simple for the members of the Nordics biggest hotel loyalty program, Scandic Friends, to contribute – for example by donating their earned loyalty points.

- We want to help and make it easier for our members to be able to contribute by donating money or loyalty points that they have accrued by staying at our hotels. We will also organize other events locally at our hotels in cooperation with Save the Children, says Lena Bjurmer.

In each market, Scandic Hotels will support a variety of local projects managed by Save the Children. This includes programs like "En god nabo" in Norway, "Plads til alle" in Denmark, "Child-friendly spaces and supportive clubs for refugees" in Finland, "Digital Citizenship" in Germany and "High Five – Sport for All" in Sweden.

- Save the Children works for an inclusive society through different initiatives such as; making sure socio-economically vulnerable children can take part of sports and cultural activities, providing child friendly spaces and contribute to equal distribution of educational opportunities. Through the partnership with Scandic, Save the Children will be able to make an impact to ensure children from different socio-economic backgrounds are included in our societies, says Elisabeth Dahlin, Secretary General at Save the Children Sweden.

[Read more about Save the Children Sweden's project "High Five".](#)

[Read more about Save the Children Norway's project "En god nabo"](#)

[Read more about Save the Children Denmark's project "Plads til alle"](#)

[Read more about Save the Children Finland's project "Child-friendly spaces and supportive clubs for refugees"](#)

[Read more about Save the Children Germany's project "Digital Citizenship"](#)

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