

为中国孤儿做无偿外科手术

北京希尔顿从2003年开始,每年为从美国来中国做无偿手术的医生们提供免费食宿,赞助北京国际援助中国中国孤儿国际委员会(BICCO)及其孤儿手术项目。北京国际援助中国孤儿国际委员会的使命是通过为孤儿联系矫形手术及为公家和私人的孤儿院提供物质和经济援助以建造或改善那里的设施,并且给护理人员额外的补助。该机构还使孤儿也能享受婴儿配方喂养和医药服务。

委员会每年在企业的赞助下,安排儿科矫形外科医生来做手术并与中国医生进行业务交流。在2006年,北京希尔顿和重庆希尔顿为美国医生和他们的中国同行提供了免费食宿。中美两国的医生在天津和重庆为18名孤儿做了22例手术,其中包括儿童骨骼缺陷,如足畸形,股关节脱臼和放射状手畸形。这些孤儿来自北京,上海,汕头,长沙,苏州,张家口,大名,重庆和天津。除了做手术外,医生们还给200位中国医生做了15次报告,并为患者的家长做了92次免费有关儿童整形外科的义诊。

参加社区活动是希尔顿全球业务的基石。公司方针可用一句话概括——“回报将产生很大效应”。全球希尔顿酒店有参加赞助活动的传统,直接捐赠及酒店成员参加并赞助他们经营所在的社区的的活动。

在中国关于企业社会责任其它方面的努力

- 圣诞许愿树—北京希尔顿饭店为顺义的孤儿院送圣诞火腿和火鸡及礼物,有北京希尔顿员工和客人捐赠。
- 为孤儿募捐—在2003年初的两个半月内,北京希尔顿为来北京访问演出“黑暗中的女人”的主要演员提供免费食宿。这是北京第一次原版上演的百老汇音乐剧。演出净收入的1%捐赠给中国孤儿国际委员会用以赞助为中国孤儿所做的治疗工作。北京希尔顿饭店员工和客人出席了演出,以此唤醒和提高社区更主动和认识孤儿的困境并投入更多地支持以改善孤儿的生活。

Pro Bono Surgeries for Chinese Orphans

Hilton Beijing has been supporting the Beijing International Committee for Chinese Orphans (BICCO) and its Orphan Surgery Project since 2003 through the annual provision of complimentary accommodation for doctors who come from the United States to China to perform pro bono surgeries. BICCO's mission is to improve the lives of orphans both by arranging surgical intervention for orphans with correctible orthopedic deformities and by providing in-kind and financial assistance to public and private orphanages to build or upgrade facilities, subsidize the cost of additional caregivers, and make infant formula and medicine available for orphans.

Each year BICCO, with the support of corporate sponsors, arranges for the visit of the pediatric orthopedic surgeons who perform the surgeries and carry out medical exchanges with Chinese doctors. In 2006, both Hilton Beijing and Hilton Chongqing provided complimentary accommodation when U.S. doctors, together with their Chinese colleagues, performed 22 surgeries on 18 orphans in Tianjin and Chongqing, including children with osteogenesis imperfecta and various other orthopedic deformities such as club-foot, dislocated hip, and radial clubhand. The orphans came from Beijing, Shanghai, Shantou, Changsha, Suzhou, Zhang Jia Kou, Daming, Chongqing and Tianjin. In addition to performing the surgeries, the doctors made 15 lecture presentations to more than 200 Chinese doctors and gave 92 free consultations to parents of other children with orthopedic problems.

Community involvement is one of the cornerstones of Hilton's business worldwide. Company philosophy is summarized by the phrase, "Giving Back—Make a Difference." Hilton operations around the world have a tradition of event sponsorships, direct donations, and team member participation to lend support to communities where they do business.

Other CSR efforts in China

- Christmas Wishing Tree—Hilton Beijing provides Christmas hams and turkeys to the Shunyi Orphanage and gifts donated by Hilton Beijing employees and guests.
- Orphan Fundraising—For a period of two months in early 2003, Hilton Beijing provided complimentary accommodation and rehearsal space for visiting performers playing the leading roles in the Beijing performance of *Lady in the Dark*—Beijing's first fully staged Broadway musical. A percentage of the net proceeds from the production were donated to BICCO to support their medical intervention work for Chinese orphans. Hilton Beijing organized groups of hotel employees and guests to attend the performances, thereby raising awareness of the plight of orphans and the need to support community initiatives to improve orphans' lives.



希尔顿酒店

核心业务: 酒店, 餐饮服务
进入中国市场年份: 北京希尔顿, 1993; 重庆希尔顿, 2002
全球职工人数: 250,000+
在华职工人数: 3,100
网址: www.hilton.com; www.beijing.hilton.com;
www.chongqing.hilton.com

HILTON HOTELS

Core business: Hotel, hospitality
Year of China market entry: Beijing Hilton, 1993; Chongqing Hilton, 2002
Employees worldwide: 250,000+
Employees in China: 3,100
Website: www.hilton.com; www.beijing.hilton.com;
www.chongqing.hilton.com