

Park Inn by Radisson partners with renowned street artist Joel Bergner to protect young people at risk

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BRUSSELS (5 SEPTEMBER, 2016): Park Inn by Radisson, the colorful and dynamic midscale hotel brand, today announces that it will partner for a second time with world famous street artist [Joel Bergner](#) as part of its on-going commitment to protecting young people at risk across the world.

"Adding Color to Lives" is a global social action art project launched in 2015 by Park Inn by Radisson. It brings together young people in difficult life situations allowing them to express themselves through art. The project focuses on marginalized young people, whose voices are rarely heard in society. They include refugees, orphans and the economically disadvantaged. In partnership with Joel Bergner, Park Inn by Radisson offers them a platform to express and communicate their hopes, views and feelings to the world. In 2015, five Park Inn by Radisson hotels organized art workshops to create the mural design with Joel Bergner in Malmö, London, Brussels, Cologne and Cape Town.

Park Inn by Radisson hotels worldwide developed and submitted several concepts on "Adding Color to Lives" to Joel Bergner. The ideas articulated each hotel's long-term ambition to support at-risk young people in their local communities; for example, through sports and art projects, apprenticeships or special training courses at the hotel. The winning hotels for the 2016 campaign include Oslo, Tallinn, Krakow and Johannesburg. These four hotels will help create a unique mural by Joel Bergner along with the kids from local youth organizations.

World-renowned muralist and street artist Joel Bergner said: "I am very excited to continue my collaboration with Park Inn by Radisson's 'Adding Color to Lives' initiative. This project is close to my heart because it involves not only public art, but also people of various backgrounds coming together to use their creativity in pursuit of a common goal. It is important that young people recognize that they have the potential to drive social change in their community and connect with their peers and adults in a positive way."

Inge Huijbrechts, Vice President Responsible Business of the Carlson Rezidor Hotel Group, commented: "We are delighted to bring 'Adding Color to Lives' art projects and Joel Bergner to new destinations globally. I am personally proud to see the lasting impact that Park Inn by Radisson is making by inspiring young people around the world to have a point of view and a way to express themselves freely."

NOTES TO EDITORS:

More resources are available at: <http://bit.ly/2c5tutk>

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About Park Inn® by Radisson

Park Inn by Radisson® is a colorful, dynamic, midscale hotel brand providing a hassle-free and easy hotel experience. Friendly. Positive. Vibrant. Uncomplicated. Park Inn by Radisson is designed for modern travellers. We are Adding Color to LifeSM through our flexible and functional spaces, our people and our energy at any of our 140+ hotels across the globe.

Park Inn by Radisson is a part of Carlson Rezidor Hotel Group, which also includes Quorvus Collection, Radisson Blu®, Radisson®, Radisson RED, Park Plaza® and Country Inns & Suites By CarlsonSM. For more information and reservations visit, www.parkinn.com. Connect with Park Inn by Radisson on social media: @ParkInn on Twitter, @ParkInnbyRadisson on Instagram and Facebook.com/ParkInn

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Carlson Rezidor Hotel Group is one of the world's largest and most dynamic hotel groups and includes 1,400 hotels in operation and under development with more than 220,000 rooms and a footprint spanning 115 countries and territories. The Carlson Rezidor portfolio includes a powerful set of global brands: Quorvus Collection, Radisson Blu®, Radisson®, Radisson RED, Park Plaza®, Park Inn® by Radisson and Country Inns & Suites By CarlsonSM. In most hotels, guests can benefit from Club CarlsonSM, one of the 2015 – 2016 "Top Three Hotel Rewards Programs" as ranked by *U.S. News and World Report*. Carlson Rezidor Hotel Group and its brands employ 90,000 people worldwide and is headquartered in Minneapolis, Minn., and Brussels, Belgium. For more information, visit www.carlsonrezidor.com and follow on Twitter @carlsonrezidor and [linkedin.com/company /2364](https://www.linkedin.com/company/2364).

ABOUT JOEL BERGNER

Joel Bergner is an artist, educator and organizer of community-based public art initiatives with young people and families around the world. He works in acrylic and aerosol, creating elaborate paintings and public murals that explore social topics and reflect a wide array of artistic influences. Joel has facilitated community mural projects in Syrian refugee camps in the Middle East, juvenile detention centers in the US, and the shantytowns of Kenya, India and Brazil. Joel's work has been featured extensively in media, including Al-Jazeera English, NPR (National Public Radio), Arise TV, Reuters, AFP (Agence-France Presse), Voice of America, the *New York Times*, TIME magazine, and the *Washington Post*, among many others.
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