



MEDIA RELEASE

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### **WHO GIVES A CRAP? OVOLO DOES!**

Ovolo Hotels are excited to announce the use of *Who Gives A Crap* toilet paper throughout all hotels across Australia.

Ovolo quickly jumped on board with *Who Gives A Crap* toilet paper, to brighten up the loos across our hotels in Sydney, Brisbane, Melbourne and Canberra – while wiping right. Ovolo's choice to work with *Who Gives A Crap* comes from quality product which is made from 100% recycled paper, saving trees, water and energy as a result. Not only this, *Who Give A Crap* really gives a crap with 50% of profits donated to help build toilets and improve sanitation in the developing world.

To date, *Who Gives A Crap* has donated over AUD\$2.5 million to their charity partners, [WaterAid](#), [Sanergy](#), [Lwala Community Alliance](#) and [Shining Hope For Communities](#) and [WaterSHED](#). They all have deep experience and skill when it comes to implementing high impact sanitation projects throughout the developing world. Ovolo is proud to work with *Who Gives A Crap* to deliver innovative the solutions, to help build toilets for the 2.3 billion people who don't have them.

"Ovolo is committed to making ongoing sustainable choices and doing our part to help the community. It was a no-brainer for us to use *Who Gives A Crap* toilet paper throughout our hotels – not only do they create fun and quirky designs that fit the Ovolo aesthetic perfectly, *Who Gives A Crap*? We do!" says Dave Baswal, Chief Operating Officer and Chief Financial Officer of Ovolo Hotels in Australia.

Commenting on Ovolo Hotels' initiative and partnership, Co-Founder and CEO of *Who Gives A Crap*, Simon Griffiths said "Roughly 27,000 trees are cut down each day to make toilet paper alone. Ovolo Hotels made the switch to *Who Gives A Crap*'s recycled toilet paper over 100,000 rolls ago, saving energy, water and, of course, trees. *Who Gives A Crap* is proud to partner with Ovolo Hotels in the fight against deforestation."

This announcement comes off the back of a number of eco-friendly initiatives already implemented by the hotel group, most recently, a bold move away from single use bathroom amenity plastics, and the introduction of bespoke OMG bathroom amenities which have been designed in a sustainable manner, making use of re-fillable, tamper-free pump bottles. The bottles are HDPE recyclable, reducing the contribution to landfill and through this initiative, Ovolo Woolloomooloo alone has seen a 98% reduction in this form of plastic. In addition to this, the removal of plastic straws, introducing reusable woven bags for slippers and the use of biodegradable materials in laundry bags and packaging. Ovolo Hotels are committed to continuing to find ways to further reduce their environmental footprint.

Ovolo are committed to continuing their journey towards reducing their impact on the environment. Next time you're staying across Ovolo Australia, enjoy a bit of toilet humour and know that you're making the world a better place – one wipe at a time.

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[www.ovolohotels.com](http://www.ovolohotels.com)

Press images can be downloaded [here](#).

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### **About Ovolo Group**

Ovolo Group was founded by entrepreneur, Girish Jhunjhnuwala in 2002 and has quickly become one of Hong Kong's most dynamic and largest independent owner, operator hospitality firms by providing business and leisure guests with the best in effortless living across numerous hotels and F&B outlets internationally.

The company keeps in touch with the modern traveller through award-winning interior designs, detail-driven comforts, focused value-added service like free mini bar, breakfast, Wi-Fi plus more and cutting-edge technology - all done in Ovolo's signature style. At the 2019 HM Awards, Ovolo Hotels were acknowledged for Hotel and Accommodation Excellence, receiving the accolade "Hotel Brand of the Year".

A proud Hong Kong brand, Ovolo Group remains a family-owned and privately-operated business operating four hotels and four restaurants in Hong Kong, and six hotels and five restaurants across Australia in Sydney, Melbourne, Canberra and Brisbane. Ovolo is also developing new hotels in Melbourne, Australia (South Yarra and South Melbourne).

Ovolo Group has also recently launched Mojo Nomad a co-habitation concept for global nomads that combines travel, lifestyle and community at its core. Mojo Nomad's currently located in Hong Kong's Central and Aberdeen Harbour neighbourhoods and will be entering the Australian market in the near future.