



Desires Hotels Joins Global Soap Project For Humanitarian Relief

Green Solution Recycles Soap To Prevent Diseases

New York, NY April 27, 2010 — [Desires Hotels](#) has announced that its collection of modern boutique hotels will be participating in the [Global Soap Project](#). The project recovers and recycles soap from hotels and distributes it to refugee camps in Africa that are combating high mortality rates due to preventable diseases. The initiative, launched by Desires Hotels on Earth Day, collects soaps at all hotel locations and contributes them to the project — presenting a humanitarian and green solution to help reduce hotel waste.

Last year it was estimated that in Uganda 200,000 children died due to preventable diseases like acute respiratory and diarrhea diseases, most notably in children under five years old. Scientific studies have indicated that soap and proper hand washing alone, could reduce the risk of these diseases by up to 65 percent. Due to its simple solution, The Global Soap Project is uniquely positioned to make an enormous impact and raise awareness for refugees. “The fact that we could save lives by collecting something we were going to throw away in the first place is a no brainer,” says Raul Leal, President of Desires Hotels.

It is estimated that in the 4.6-million hotel rooms in the United States an average of 2.6-million soap bars are discarded every day. So far, the Global Soap Project has accumulated more than 14,000 pounds of discarded soap. The soap is collected, sanitized, melted and remolded into new bars — greatly improving the quality of life for hundreds of thousands of refugees, one bar at a time.

About The Global Soap Project

Founded by senior level humanitarian relief expert Derreck Kayongo, the [Global Soap Project](#) provides recycled soaps from hotels and distributes it to millions of internally displaced persons throughout Central and Eastern Africa, who are combating high mortality rates due to preventable diseases. To date, the Global Soap Project has enlisted more than 50 hotels in the Southeastern United States.

About Desires Hotels

From the neon lights of Ocean Drive in South Beach to the Harley-Davidson Museum in Milwaukee, from the iconic Delmar Loop in St. Louis to the heart of Times Square, [Desires](#)

[Hotels](#) is a collection of independently created modern boutique hotels. High in style, distinct and creative, each of these lifestyle hotels have one-of-a-kind architecture and interior design, allowing guests to expect just as much from their hotel as they do from their destination. Savvy travelers seeking a lifestyle-oriented experience will appreciate the “Your Desires” program that tailors a unique experience to every guest. Coming soon in 2010 Desires Hotels will be opening Cassa Hotel and Residences in New York City, Hotel Zamora in St. Pete Beach, Fl and The Charlee in Medellin, Colombia.

For more information about Desires Hotels, and their locations, call 866-593-4330 or visit www.desireshotels.com.

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