

CRERAR

— HOTELS TRUST —

Press Release
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What's the story?

CRERAR HOTELS KICK UP SUPPORT FOR HOMELESS WORLD CUP 2016

This summer Glasgow plays host to the Homeless World Cup 2016, and with Crerar Hotels very own GoGlasgow Urban Hotel located on Paisley Road West, the hotel group is delighted to announce taking out a £15,000 sponsorship referee package for the tournament which kicks off on July 10. The generous donation will allow a team of referees from all over the world – many with an experience of homelessness – to be involved in the tournament.

Crerar Hotels Trust is a charitable trust funded by the Crerar Hotel Group. Giving back to local communities to improve the quality of everyday lives is at the heart of Crerar Hotels – with a motto of “Hotels with Heart and Soul.” Each year over half of the hotel distributable profits are entrusted to the Crerar Hotels Trust for gifting to charities and community projects local to Crerar Hotels throughout Scotland and Yorkshire.

The announcement was made as a group of this year's referees met Scottish FA Grade 1 official Bobby Madden for a team talk at Glasgow City Chambers, in the eye of George Square, where the 3,500 capacity venue is now being built ahead of Sunday's (10 July) opening ceremony.



Pictured is Stacey Fleming, Samantha McLaughlan, Sarah Firth and Graham Urquhart of Crerar Hotel Group, presenting the sponsorship cheque to Homeless World Cup referees Robert Peacock, David Bilsland, Ian McGill, Sandy Miller and professional referee Bobby Madden, just back from UEFA Euro 2016, where he made three appearances.



How will it work?

A group of 27 referees will officiate in the four-a-side games – there are 416 in total to be played – ensuring fair play, which is a central pillar of the Homeless World Cup.

Many will come from all over the world, often with direct experience of homelessness and social injustice. The generous funding from Crerar Hotels Trust allows them to come to Scotland and be a part of what organisers have promised will be, “the most inspiring tournament on the planet,” this July.

100,000 spectators are expected to visit the Homeless World Cup during the week-long festival.

Entry is free and no tickets are required, albeit it is expected at key times (particularly when Scotland play) it will be very busy so spectators should arrive in plenty of time for games they wish to see.

Why is this important?

The Homeless World Cup is a unique, pioneering social movement which uses football to inspire homeless people to change their own lives.

Homeless World Cup founder and president Mel Young comments:

“We’re extremely grateful for the significant support that the Crerar Hotel Group and its charitable trust have agreed to provide the Homeless World Cup. Our referees are a vital component of the tournament, setting the tone for fair play. This is an area we required key financial support to ensure the widest selection of referees, many involved in life changing work within their own country, could be with us. Crerar Hotel Group’s approach in which they gift half of the company’s distributable profits to charity is remarkable and reflects exactly the values and ethos which define the Homeless World Cup.”

Paddy Crerar, chief executive at Crerar Hotel Group adds:

Supporting the growth and development of people in different communities is a key priority for the trust. To encourage talent, to see the disadvantaged acquire new skills, confidence and interest in team effort is of great importance to us” Paddy said. Supporting the Homeless World Cup was a “no brainer” Paddy adds, ‘the evident passion and commitment shown in previous tournaments was infectious. It’s great to welcome the Homeless World Cup to Glasgow and is a fantastic chance for people in the local community and further afield to come together, and offer encouragement to homeless and socially disadvantaged people all over the world, we are proud to offer our support to further this incredible tournament.”

Scottish FA referee Bobby Madden comments:



“It was terrific to meet some of the referees today. They’ve got an intense programme of games and are managing games with players from a range of different backgrounds, so there are many challenges – some of which are very different to those I face each week. I wish the referees every success for the Homeless World Cup, and that, as is always the best way, nobody notices them!”

This year’s referees (subject to change) come from Scotland, Australia, Italy, the Netherlands, Denmark, Chile, Mexico, Lithuania, South Africa, Portugal, Indonesia & Norway.

NOTES TO EDITORS

HOMELESS WORLD CUP

The mission of the Homeless World Cup is to inspire homeless people to change their lives through the power of football. They envision a world where anyone and everyone who is or becomes homeless can gain access to one of their National Partners’ transformative programmes.

They operate through a network of 73 National Partners to support football programmes and social enterprise development.

They provide a focus for—and celebration of—their year-round activity by organising and delivering an annual, world-class, international football tournament for national teams of homeless men and women. This year’s competition takes place in Glasgow, Scotland in July 2016.

This organisation began in 2001 and has grown to include over 70 countries worldwide taking part to do their part to fight homelessness. 100,000 homeless people are helped each year through the beautiful game of football, this is through building relationships and becoming teammates which helps people to learn to trust and share, to be on time and to be prepared to participate. This is something larger than one person and can give participants a sense of empowerment showing people that they can change their lives.

HOMELESS STATICS IN SCOTLAND – SHELTER SCOTLAND

- 35, 764 homeless applications were made in 2014-15 (2013-14: 36,457)
- Young people under 25 represent just under a third of applicants (Shelter Scotland, 2014).
- In 2014-15, 730,000 people (14%) were in relative poverty before housing costs, 90,000 fewer than the previous year (Scottish Government, 2015)
- 45% of all people who become homeless are single male. The single female rate is 21% (Shelter Scotland, 2014)

HOMELESS WORLD CUP, GLASGOW 2016



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- The tournament takes place in George Square, July 10-16
- All teams will be provided with accommodation and training facilities via the Homeless World Cup Glasgow 2016 funders
- 64 teams will participate
- The men's/mixed team competition features 48 teams
- The women's team competition features 16 teams

CRERAR HOTEL GROUP

Crerar Hotel Group was formed in 2005 with Paddy Crerar as Chief Executive who has previously developed a chain of 32 hotels and successfully led a group sale in 2005 at the peak of the hotel market. In addition to Crerar Hotels the group also operates Crerar Management a consultancy that specialises in hotel asset recovery and www.easybreaks.com a UK based hotel room sales agent marketing more than 400 independent and chain hotels.

What makes CHG different?

Crerar Hotels is privately owned by the Crerar family and the charitable trust Chaired by Paddy Crerar— that trust is tasked with the distribution of more than half of the company's distributable profits annually to good causes that have links to where Crerar hotels have hotels or interests. The trust has donated over £4 million in the past 10 years.

For more information on Crerar Hotels, please contact:

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