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Choo-choosing in for seventh year

IN A bid to spread light and warmth to the lives of the underprivileged, the charitable year-end project of Hilton Petaling Jaya – the Hilton Christmas Train – is returning for the seventh year.

Aiming to raise funds for the National Kidney Foundation of Malaysia (NKF) and to enable an educational trip to Aquaria KLCC with the children from Rumah Hope, the miniature train exhibit and icing setting will be showcasing at the hotel lobby from now until Jan 8, 2012.

Bukit Gasing assemblyman Edward Lee pulled the train lever during the launch which saw the attendance of NKF chief executive officer Chua Hong Wee, Rumah Hope chairman Jacob Mathew, Hilton Petaling Jaya business development director Manu Koshy, children from Rumah Hope and corporate sponsors. Apart from the Christmas carol sung by the children, the hotel engineering and pastry teams gave a short brief on the design concept to the guests and children.

Staying true to the spirit of giving and caring during the festive season, the hotel has spearheaded this renowned Hilton tradition since 2004. Hilton Christmas Train brings together different parties by raising fund through offering advertising space on various wagons, hot air balloon and billboards and donation from diners to promote the cause and benefits to the community.

“We have received continuous support from various stakeholders such as corporate clients, suppliers, restaurant diners and the local community since our first Hilton Christmas Train. It’s a great opportunity for companies to play their role as responsible corporate citizen yet at the same time lever-



It's official: Lee (right) pulling the train lever with (from left) Manu, Chua and Mathew.

age on advertising mileage by having their company logo visibly branded on the train exhibit,” Manu said.

This year, the launch of the train is a significant moment for Hilton PJ because the train was constructed entirely in-house.

“We are proud to say that this is solely our very own year-end charity project as it is assembled completely by our engineering and pastry teams. It is amazingly incredible, magnificent and, in fact, better than expected. Despite its smaller scale compared to previous years when we outsourced experts and college students, the satisfaction gained when you see the smile on children’s face and compliment from guests are simply cannot be put into words,” said Manu.

The Hilton Christmas Train 2011 features a winter setting at the North European Village with royal icing mountains, royal icing tress as tall as

30 inches, traditional buildings made of gingerbread, bridges, billboards, tunnel and hot-air balloons. At least two locomotives that can pull up to six wagons each, 30 pieces of 4’ x 8’ plywood, 30m of wires, 500kg of icing sugar, 500kg of flour, 200kg of butter, 200kg of sugar, 50kg of ginger and 50kg of spices comprise the magnificent display.

Chugging through the winter wonderland is a series of G scale trains, 22 times smaller than the actual train. They will be passing through tunnels, steaming over bridge and stopping to take on more passengers at the little town station. The display covers a space of approximately 35sq m.

Besides obtaining support from corporate companies, the hotel will be running a fundraising campaign. Guests are invited to contribute through the donation boxes placed at the train exhibit and dining outlets.