



## CLUB MAC SOCIAL ACTIVITIES

### 1) CLUB MAC collaborate with the Town Hall and other hoteliers: TOURIST DAY

- A "Tourist day" is organised once a year and all the daytime activities take place on the Alcudia beach and the night time shows at the Port of Alcudia.
- Six **Club MAC** entertainers plus our head of entertainment coordinate the games and competitions held on the beach between 9.30am and 2.30pm.
- Four football teams and three volley ball teams of Club Mac guests compete against teams from other hotels of Port Alcudia. See picture attached.
- **Club MAC** entertainers also look after the face painting organised for small children.
- **Club MAC** mascots and the Club Mac songs are also present at the mini disco held on the beach.
- The tourist day is advertised in Club Mac, to all our guests, with posters, announcements done by the entertainment team and through our daily newspaper. Please find copy of our daily newspaper.
- **Club MAC** collaborates in the lunch menu given freely on the beach to all the tourists and participants providing the following:
  - 1000 Plastic plates and 1000 plastic glasses - 1000 plastic cutlery – 2000 MAC Hotels napkins and 10 trays of puff pastries with fruit (48 pieces each tray)
  - Our free beach bus cooperates that day and takes all the participants and Club Mac guests to the beach from 9am.

### 2) Club MAC collaborates with "UNICEF"

**Club MAC**, one of five hotels under the MAC Hotels umbrella, has raised the sum of €13,495 for the charity in the past two years. In total, MAC Hotels has handed over €30,000 to UNICEF to aid the fight in eradicating child sexual exploitation through communication and training activities.

As part of the hotel chain's Social Responsibility Programme, Club MAC has been in partnership with Hoteles Amigos (a UNICEF initiative for Spanish hotels ) since 2013.

### 3) Club MAC newsletter- Useful information provided to our guests

- In our daily newspaper, we inform our guests about any special actions held in Alcudia plus extra activities run by the Town Hall, about places in the north of Mallorca to visit and also we take advantage of our daily newsletter to send environmental messages.
  - Our daily newsletter is read by most of the guests at breakfast time. Copies of the newsletter are available at the entrances of all the restaurants, Reception and Guest House.
  - As an example, we advertised the annual Alcudia fair in October and weekly the free guided tour of Alcudia town, organised by the Town Hall.
  - Every Sunday and Tuesday, we recommend our guests, through our newspaper, to visit the local market of Alcudia.
  - Also, we take the opportunity to send our guests some advice or messages referring to the environment and the need to protect it. As an example, we inform them not to leave any cigarette ends in the sand or any cans or food on the beach, not to throw away by the window car any cigarettes ends to avoid the risk of fire, to wear a shirt when entering in a church, reminding them that Spain is a religious country...
- etc



**4) During the season 2014, Club MAC collaborated with the “Motor Neurone Disease Association” MND**  
- An ice bucket challenge was organized with the participation of our customers and £321.42 was raised and donated to this association.

**5) Since 2011, Club MAC donates each year some food to The Palma Town Hall.**

Their operation is called “Operation Kilo”

Through this initiative the Town Hall plan to gather food donations from all the associated hotels which will be handed in to various charity organizations for use in their soup kitchens or for families in need.

**6) Also, since 2011, Club MAC collaborates with the local council by donating food products for local soup kitchens.**

**Club MAC aims to integrate with the local community and support its initiatives.**

