



**Cheval Three Quays' donation to The Royal British Legion caps year of charitable giving**

***Serviced apartment specialist Cheval Collection and The Royal British Legion join in commemoration of the centenary of the end of World War One***



**(February 2019)** On 25 January 2019, award-winning Cheval Three Quays overlooking the Tower of London, donated a cheque of **£3,338.26** to commemorate the centenary of the end of World War I. In addition, a further £2,522.50 was raised via foot collectors around the Tower which brought the total amount raised for the Legion at £5,860.76. This donation brings the total charitable amount raised directly by Cheval Collection and its employees in 2018 to over **£16,100**.

Between 4 and 11 November 2018, the profits from two apartments at Cheval Three Quays with views over the Tower were collected in aid of The Legion, the UK charity which provides lifelong support for the Service Personnel, Reservists, veterans, and their families.

Guests who stayed at the property in the lead up to 11 November 2018 were able to visit a new installation at the Tower of London, *Beyond the Deepening Shadows*, which saw the world famous moat being filled with

thousands of individual flames: a public act of remembrance for those who sacrificed their life during the war. The tribute ran for eight nights, leading up to and including Armistice Day 2018.

James Murly-Gotto, the Operations Manager at the Tower of London, who was instrumental in the management of the *Beyond the Deepening Shadows* installation, joined the Cheval team for the cheque presentation at Cheval Three Quays on the afternoon of 25 January.

Emily Fry, London Community Fundraising Manager for the Legion, said: “The Royal British Legion is very grateful for the support of Cheval residences as we marked the centenary of the end of the First World War. We were saying Thank You to the entire generation who served in the First World War, and all generations of the Armed Forces community who have served since. Donations we receive helps the Legion make a difference to the lives of Serving Armed Forces personnel, veterans and their families, who are in need of our support.”

George Westwell, Director at Cheval Collection commented: “We are proud and delighted to have raised £3,338.26 to support the Royal British Legion. Alongside our ongoing commitment to corporate responsibility, we are dedicated to creating a more positive impact within our local communities and we were inspired to turn Cheval Three Quays red to complement The Tower Remembers installation.”

This initiative follows Cheval Three Quays donation of £15,000 from profits in 2014 in support of ‘*The Tower of London Remembers*’, a major installation that took place at The Tower of London by ceramic artist Paul Cummins to mark the 100 year anniversary of the start of the First World War.

With a beautiful collection of serviced apartments, townhouses and penthouses in some of London’s most prestigious neighbourhoods, Cheval Collection offers more than just a home and makes life blissfully easy for guests. Visitors can choose from Cheval Three Quays at the Tower of London, Cheval Phoenix House at Sloane Square, Cheval Harrington Court in South Kensington, Cheval Knightsbridge or Cheval Thorney Court in Royal Kensington.

Each of the residences, which all have their own individual style yet all share the same ethos and levels of service rarely enjoyed outside the world’s finest hotels, offers a dedicated concierge service to support any guests’ needs, from making personal travel arrangements and taking care of laundry to organising a chef to come in and cook in the apartments fully equipped kitchens. A decadent welcome hamper in each of the apartments ensures guests have all the basics and some added luxuries they need upon arrival. Furthermore, each of the properties offers access to either an in house or local gym as well as in room dining, delivering food and beverages direct to the apartments. Maid services and linen and towel change are available as well as onsite maintenance.

For further information about Cheval, visit <https://www.chevalcollection.com>



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**About Cheval Collection**

Cheval Collection is an award-winning hospitality company specialising in high quality serviced apartments worldwide. The collection includes the Cheval Residences and Cheval Maison brands, as well as Cheval Partnership Sales, a one-stop service helping Cheval's clients book serviced apartments in cities around the world.

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