



The largest Nordic hotel company

## PRESS RELEASE

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# Scandic Hotels arranges world's biggest blind lunch at a hotel

- Highlights International Day of Persons with Disabilities with meal that no one could see

**Each year, 3 December is the International Day of Persons with Disabilities. And to highlight this important annual observance, Scandic Hotels arranged the world's largest blind lunch so that people could experience, if only for a short while, what it is like to eat a meal in complete darkness.**

- In Sweden alone, about 1.8 million people live with some kind of disability and the issues they face aren't always prioritized. One way to highlight this is to physically experience what it's like to live with a visual impairment. It only takes a couple minutes of wearing a blind mask to understand how important proper assistance and service are. This help is not provided everywhere today – and it's what we're working to change, says Magnus Berglund, Accessibility Director at Scandic Hotels Group.

The world's largest blind lunch was arranged at the Scandic Continental hotel in downtown Stockholm. Several federations, companies and organizations that work with disability issues were invited as well as members of the general public. In total, 230 people sat down to enjoy a delicious meal without seeing a thing – an attempt at a new world record that now has been reported to the Guinness Book of Records for confirmation.

Scandic hotels across Norway, Finland, Denmark and Germany are also arranging local events and informing hotel guests about the International Day of Persons with Disabilities to highlight this important day. In Norway for example, hotel managers are taking on the challenge to spend their normal working day in a wheelchair, a very good way to ensure that their hotels indeed meet the industry-leading standards that Scandic has set when it comes to accessibility.

### **Dedicated work within accessibility**

For many years, Scandic has been dedicated to creating an environment that is accessible to as many people as possible. A checklist of 110 points, called Scandic's Accessibility Standard, covers everything offered by Scandic and is an integral part of all of Scandic's products and services.

- We create great hotel experiences for everyone. What makes us most proud is when guests tell us that when they stay at Scandic, they're treated as hotel guests, not as people with disabilities, says Magnus Berglund.

### **The International Day of Disabled Persons**

This annual observance was proclaimed in 1992 by the United Nations. It aims to increase awareness of the situation of persons with disabilities in every aspect of political, social, economic and cultural life. [Read more here.](#)

### **About Scandic**

Scandic is the largest hotel company in the Nordic region with 15,000 team members and a network of close to 230 hotels with about 45,000 hotel rooms in operation and under development. Scandic Friends is the biggest loyalty program in the Nordic hotel sector with 2 million members. Corporate responsibility has always been a part of Scandic's DNA and Scandic has been named Best Hotel Brand in the Nordic countries (BDRC). Since December 2, 2015, Scandic has been listed on Nasdaq Stockholm. [www.scandichotelsgroup.com](http://www.scandichotelsgroup.com)



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