
HOTEL COZZI XIMEN TAINAN UNVEILS CARTOON NETWORK-BRANDED EXPERIENCE

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- The new theming includes branded rooms, café and recreation areas -

(MAY 29, 2019) TAINAN, TAIWAN: HOTEL COZZI Ximen Tainan, a Cathay Hospitality Management property, has partnered with global entertainment brand Cartoon Network to theme rooms and facilities. Opening officially today, stars from Cartoon Network's *Adventure Time*, *The Powerpuff Girls* and *We Bare Bears* welcome guests on five floors of the hotel, which is located in Tainan – a popular tourist destination in southwest Taiwan.

The branded experience begins at the entrance, where there is an eye-opening 3.5-metre-tall sculpture of Finn and Jake from *Adventure Time*. Never seen before in Taiwan, the theming continues in 54 rooms, in the Cartoon Network Party Café, at the hotel's indoor recreation area and outdoor Funky Field playground.

"Together with millions of Cartoon Network fans across this region, including here in Taiwan, we are thrilled to be partnering with Cathay Hospitality Management to create the very first Cartoon Network-themed family accommodation experience in Asia. HOTEL COZZI is a unique concept that will delight the many fans who love our hugely popular franchises *The Powerpuff Girls*, *We Bare Bears* and *Adventure Time*. Guests will be able to relax, eat and play surrounded by their favourite shows and characters," said Vikram Sharma, Vice President of Cartoon Network Enterprises – Asia Pacific.

More about HOTEL COZZI Ximen Tainan

Since its opening in 2015, HOTEL COZZI Ximen Tainan has become the go-to establishment for independent travellers. The vast 1,650-square-metre outdoor Funky Field playground, convenient location and attentive service are some of its key draws for families with children.

Together with Cartoon Network, the hotel has added a local touch to its corridor walls by integrating cartoon characters into scenes of Tainan's historical Shennong Old Street. These specially customized wall designs are exclusive to Taiwan and are the perfect backdrop for family selfies and wefies.

As a family-friendly establishment, HOTEL COZZI Ximen Tainan is known for its indoor and outdoor leisure facilities. In the rebranding, one entire floor has been converted to a new indoor recreation area with two main zones. "Adventure Time Candy Kingdom", is filled with fun attractions such as a Bubble Ball Pit, Candy Library and Bubblegum Game Wall. In "We Bare Bears Fun Land," guests arrive at a farmers' market to have an awesome time with Grizzly, Panda and Ice Bear.

The hotel's signature Funky Field playground blends Cartoon Network elements to up its fun levels. Every attraction is now a photo spot. Build a sand castle with Blossom, Bubbles and Buttercup at "The Powerpuff Girls Sandbox", ride on the COZZI mini train and greet Grizzly, Panda and Ice Bear at "We Bare Bears Station", and drop by the "Adventure Time Playhouse" to enjoy to a music concert held by Finn, Jake, Princess Bubblegum, Ice King and Marceline the Vampire Queen.

For more information, please visit www.hotelcozzi.com

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About Cathay Hospitality Management

Cathay Hospitality Management is a subsidiary of Cathay Real Estate (2501.TW), a leading real estate developer in Taiwan. HOTEL COZZI is the first hotel brand launched by CHM in July of 2013. There are currently four properties: Minsheng Taipei (2013), Zhongxiao Taipei (2013), Ximen Tainan (2015) and Zhongshan Kaohsiung (2015). True to its brand motto “Unwind Get Cozzi”, all HOTEL COZZI properties are dedicated to deliver the ultimate COZZI experience to the guests. All hotels are located in the heart of the city with excellent access. The affordable metropolitan hotels offer heartfelt service, spacious rooms, comfortable beds as well as free Wi-Fi and tech-friendly environment. The second hotel brand, MADISON TAIPEI HOTEL, is established in 2014. The 124 guest rooms, GUSTOSO Italian Restaurant and URBAN 331 Bistro and Whisky Bar are known for their understated elegance and luxury. Located along the verdant Dunhua South Road in Daan District, the hotel’s serene surrounding is reminiscent of New York’s Upper East Side. In 2018, a sixth hotel has joined CHM; Owned by CHM and managed by the globally renowned Marriott International, Courtyard by Marriott Taipei Downtown has officially opened in December of 2018. In 2019, HOTEL COZZI Ximen Tainan collaborated with Cartoon Network (Adventure Time, The Powerpuff Girls and We Bare Bears) to deliver an exclusive Cartoon Network-branded experience in Taiwan. HOTEL COZZI Quinpu Taoyuan, an ocean-themed hotel situated in the vicinity of Taiwan High Speed Rail Taoyuan Station, is scheduled to open in 2020. For more information, please visit www.cathayhotel.com.tw.

About Cartoon Network Asia Pacific

Cartoon Network, the number one kids’ channel in Asia Pacific, offers the best in original animated content including the multi-award-winning global hits Ben 10, The Powerpuff Girls, Teen Titans Go!, OK K.O.! Let’s Be Heroes, Adventure Time and We Bare Bears.

Cartoon Network is available in 29 countries throughout Asia Pacific and is currently seen in more than 135 million pay-TV homes. Internationally, it is seen in 192 countries and over 400 million homes, and is an industry leader with a global offering of the best in award-winning animated entertainment for kids and families.

The brand is known for putting its fans at the centre of everything by applying creative thinking and innovation across multiple platforms. Cartoon Network also reaches millions more through its websites, games and apps, including Cartoon Network Watch and Play. Cartoon Network, sister brand to Boomerang and POGO, is created and distributed by Turner, a WarnerMedia company.