

THE GRAND

YORK

The Grand, York collaborates with Vélosophy, the Swedish bike brand bringing hope for a brighter future



This week has marked the arrival of three new [Vélosophy](#) bikes to the five-star hotel, [The Grand, York](#). This is a unique collaboration between the hotel and the Swedish bicycle & lifestyle brand which believes in bicycles and the impact they can make in rural areas and developing countries, and the possibility to make a difference.

Launched in the spring of 2016, Vélosophy operates with a 'One for One' promise as each bike bought from the company, another is given to a schoolgirl in a developing country. As a result of the three bikes purchased by The Grand, three bikes will be donated to girls in developing countries, helping increase each girl's presence in school by close to 30% and results by as much as 60%. This is an essential contribution to society as access to education is a crucial element in empowering girls and promoting gender equality.

This collaboration is another highlight of The Grand's social and environmental philosophy, in providing guests with a sustainable travel solution to navigate the streets of York supporting a charity bringing hope of a brighter future to those in need.

The bikes, made from recycled aluminium and complete with metal baskets with The Grand's branding, will be available to rent on a complimentary basis from the hotel. *"This is a unique and exciting collaboration with Vélosophy, it's a brand that is doing brilliant things, and has values which are aligned with ours and we are thrilled to be supporting it. Not only does this allow us to enhance our guests' stay but also offers an innovative and charitable way to explore the city of York"*, adds Simon Mahon, General Manager of The Grand, York.

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About The Grand, York

The Grand is housed in one of the historic city's most iconic buildings, offering guests a unique approach to inclusive luxury. A destination for memorable experiences and unforgettable service, The Grand delivers the finest of Yorkshire hospitality, from locally sourced food and beverage to bespoke experiential packages. The award-winning hotel features 207 rooms alongside an intimate

and relaxing Spa, state-of-the-art Cookery School, world-class event facilities and exclusive food and beverage outlets including The Rise Restaurant, Terrace & Bar for breakfast, afternoon tea and dinner and The 1906 cocktail bar. With multi-functional rooms, The Grand is also one of the top wedding venues in York for both intimate and grand affairs. The historic building was originally constructed in 1906 as a 'Palace of Business' for one of the most powerful railway companies in Edwardian England. Open as a hotel since 2010, the building underwent an extensive refurbishment and expansion in 2018, with original elements of the building paying homage to its former status as an icon of the golden age of rail travel. The independent hotel is a member of Preferred Hotels and Resorts and is recognised by Virtuoso as one of the finest places to stay in York. The Grand has been acknowledged with multiple awards, including 'Hotel of the Year- Group' at the 2022 Cateys Awards, 'Best Afternoon Tea' by 2022 Condé Nast Johansens Award for Excellence and 'Large Hotel of the Year' at this year's visit York Tourism Awards.

www.thegrandyork.co.uk