

Media Release

7 October 2020

Bailey is taking positive messages to the streets. Literally.

To mark World Mental Health Day (coming up on 10 October) the community of Cairns are invited take part in the *Let's Chalk About It* event at [Bailey, a Crystalbrook Collection Hotel and Residence](#) on Thursday 8 October 2020.

People of Cairns are encouraged to get involved by chalking a message of hope, understanding, positivity and support on the tiles in the lush Bailey lobby to help raise awareness for mental health issues, suicide prevention and #KillTheStigma.

Bailey, the thoughtful arty sibling of the three Crystalbrook Collection properties in Cairns, has a true passion for the arts and sees creative expression as a powerful tool to break down barriers, provoke constructive thought, encourage empathy and question our own prejudices.

Bailey's General Manager, Carl Taranto, said, "At Crystalbrook Collection we believe now more than ever there needs to be an emphasis on mental health wellbeing, which is why we have introduced our *Mindfully Safe* initiative across all properties. It's time to end the stigma and start promoting open conversations to assist our community and continue to support each other through these difficult times."

If you don't consider yourself the artistic type, there's another way to get involved and make a change. Local artist and ceramicist, Olivia Azzopardi, has creating a percaline vase for Mental Health Month that will be on display in the lobby at Bailey from 8-31 October. The vase will be auctioned off through a silent bid during the month and go home with the highest bidder on Saturday 31 October, with all proceeds to be donated to Beyond Blue.

Azzopardi said, "The eb and flow of human emotions are depicted by the colour moving across the porcelain surface of my vase. I have painted multiple hands around the base to symbolise nurture and support by friends, family, and community."

Whether you're a guest, a local, or strolling through town, pop into the lobby at Bailey to chalk your message, view the vase and place a silent bid.

- Ends -

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About Bailey, a Crystalbrook Collection Hotel and Residence

Cairns' newest five-star hotel, Bailey, a Crystalbrook Collection Hotel and Residence, is modern, innovative and has a true appreciation for all the arts. Bailey chooses the path less travelled. The type of character you'll find at the local farmer's market rather than a supermarket or exploring the latest exhibition at the museum rather than at a rock concert.

Staying with Bailey, you'll find artwork from across Australia displayed in and around the hotel, as well as art events for all guests to enjoy. With 255 spacious rooms filled with design details that will appeal to your inner artist, you'll be sure to leave enchanted and enriched.

Learn more here:

crystalbrookcollection.com/bailey

About Crystalbrook Collection

Crystalbrook Collection is one of Australia's leading sustainable and innovative independent hospitality companies. Each hotel in the portfolio carries an authentic expression of its location, a passion for responsible luxury, considered design and a twinkle of fun for a uniquely enriching experience.

Crystalbrook Collection is an Australian tourism and hospitality group. Its portfolio includes:

- Riley, a Crystalbrook Collection Resort, Cairns, Queensland
- Little Albion, a Crystalbrook Collection Boutique Hotel, Sydney, New South Wales
- Byron at Byron, a Crystalbrook Collection Resort, Byron Bay, New South Wales
- Bailey, a Crystalbrook Collection Hotel and Residence, Cairns, Queensland
- Flynn, a Crystalbrook Collection Hotel, Cairns, Queensland
- Kingsley, a Crystalbrook Collection Hotel, Newcastle, New South Wales – opening April 2021

The Group also owns and operates a collection of ten restaurants, three spas, Crystalbrook Station and its subsidiary pastoral businesses.

Mindfully Safe

Mindfully Safe was launched by Crystalbrook Collection in response to Covid-19. The programme focuses on reducing travel anxiety by providing mindfulness and meditation tools developed in partnership with mental-wellbeing group [The Indigo Project](#). Crystalbrook will also donate \$5 to mental support service [Beyond Blue](#) for every stay booked directly until the end of 2020. As part of *Mindfully Safe*, Crystalbrook Collection is Australia's first cash-free hospitality company.

Learn more here:

crystalbrookcollection.com/mindfully-safe

Crystalbrook Collection and Ghassan Aboud Group

Crystalbrook Collection is owned by accomplished entrepreneur and philanthropist Ghassan Aboud. Ghassan Aboud Group is a multi-business conglomerate engaged in automobiles, real estate, retail, bespoke catering, media and logistics. In business for more than two decades, the group operates from its global headquarters in the United Arab Emirates with offices in Australia, Belgium, China, Jordan and Turkey.