NH Collection New York Madison Avenue Brings Holiday Heart Hunt to NYC in Support of St. Jude Children's Research Hospital®

The hotel invites New Yorkers and visitors to discover hidden hearts throughout the city, enter to win a weekend stay, and support families facing childhood cancer and other life-threatening diseases.



▲ Holidays with a Heart Hand-Blown Glass Ornaments available at the NH Collection New York Madison Avenue with proceeds benefiting St. Jude's Childrens Research Hospital®

November 18, 2026: This holiday season, NH Collection New York Madison Avenue is inviting New Yorkers and visitors to look a little closer at the city around them. As part of its 2026 *Hotels with a Heart* initiative, the hotel will hide tiny red hearts throughout New York City, turning everyday discoveries into opportunities to win a weekend stay, learn about the initiative, and support St. Jude Children's Research Hospital®.

The citywide heart hunt brings a new experience to the hotel's ongoing charitable initiative, which supports children and young people with serious illnesses who must travel far from home for specialized medical care. Through its partnership with St. Jude, NH Collection New

York Madison Avenue aims to help ease the burden of travel for families navigating some of life’s most challenging moments.







The tiny red hearts, symbols of love and hope, will appear in plain sight at iconic New York City landmarks, cultural destinations, and high-traffic holiday areas. Each heart will feature a QR code connecting participants to a dedicated landing page where they can enter for a chance to win a complimentary weekend at NH Collection New York Madison Avenue, discover the initiative’s handcrafted glass heart ornament, and make an optional donation to St. Jude Children’s Research Hospital®.





“Hospitality is ultimately about caring for people, and *Hotels with a Heart* allows us to extend that philosophy beyond our doors,” said Alvaro Diaz Martos, Assistant General Manager of NH Collection New York Madison Avenue. “By bringing our heart hunt into the streets of New York, we’re inviting the entire city to participate in something meaningful this holiday season. It’s a reminder that even the smallest gesture can make a difference.”

The heart hunt also builds on one of the initiative’s signature fundraising efforts: handcrafted glass heart ornaments made from 100% lead-free recycled soda bottles by skilled glass-blowing artists. Proceeds from ornament sales benefit St. Jude Children’s Research Hospital® and support its mission of finding cures and saving children.





How to Participate

The heart hunt will run from **November 27 through December 22** at select locations throughout New York City. Participants who discover a heart can scan its QR code to learn more. The linked page will also provide details on purchasing a glass heart ornament and making an optional donation to St. Jude Children’s Research Hospital®.

New Yorkers and visitors alike are encouraged to seek out the red bags holding the tiny hearts throughout New York City beginning the day after Thanksgiving through December 22 for their chance to win and share in the season of giving.

Through *Hotels with a Heart*, NH Collection New York Madison Avenue continues to connect hospitality with a broader purpose, creating opportunities for guests and the local community

to make a meaningful difference beyond the hotel stay.









About NH Collection

NH Collection Hotels & Resorts is a premium hospitality brand with more than 100 properties across Europe and the Americas, and an expanding global presence in Asia, the Middle East, the Indian Ocean, and beyond. Designed for globally minded travelers, NH Collection offers stays that evoke extraordinary emotions, seamlessly blending comfort, innovation, intuitive service, elegant atmospheres, and surprising flavors — all integrated with local identity.

NH Collection Hotels & Resorts is part of Minor Hotels and recognizes its guests through the unified loyalty program Minor DISCOVERY, which is itself part of GHA DISCOVERY.

Visit nh-collection.com for more information and connect with NH Collection on Facebook, Instagram and YouTube.

About Minor Hotels

Minor Hotels is a global leader in the hospitality industry with more than 640 hotels, resorts and branded residences in operation and committed development across 63 countries. The group crafts innovative and insightful experiences through its hotel brands including Anantara, Elewana Collection, The Wolseley Hotels, Tivoli, Minor Reserve Collection, NH Collection, nhow, Avani, Colbert Collection, NH, Oaks, and iStay, as well as a diverse portfolio of restaurants and bars, travel experiences, and spa and wellness brands. With over four decades of expertise, Minor Hotels builds stronger brands, fosters lasting partnerships, and drives business success by always focusing on what matters most to our guests, team members and partners.

Minor Hotels is a proud member of the Global Hotel Alliance (GHA) and recognizes its guests through one unified loyalty program, Minor DISCOVERY, part of GHA DISCOVERY.

Discover our world at minorhotels.com and connect with Minor Hotels on Facebook, Instagram, LinkedIn, TikTok and YouTube.

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We pride ourselves on developing superior communications at an affordable cost while providing reliable hands-on service. Most importantly, we focus our time & resources on the creation and distribution of valuable, relevant, and consistent messaging to attract and retain a clearly defined audience for every client - which ultimately drives brand loyalty and profitable customer action.

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