



Media Release
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There's a bear in there! Actually, there's one in every apartment!

***William the Bear* is set to become a household name like Paddington, Winnie-the-Pooh and Yogi.**

They're cuddly, loveable and comforting. Everyone has had one at some point in their life and the team at The Ruby Collection are delighted to introduce you to their signature bear – *William*.

William the Bear is the namesake of The Ruby Collection owner and developer William O'Dwyer.

"My daughters are my world," said William who created the name of his property development company *The Ralan Group* by combining the names of his eldest daughters – Rachel and Lauren.

"The Ruby Collection is named after my youngest daughter Ruby and like every other 12-year-old still loves cute and cuddly things".

"Although William's business interests keep him extremely busy, he is a family man first, so in keeping with his tradition of adopting his family names, we thought it would be terrific idea to create a "William the Bear" that could be purchased onsite from our digital concierge, whilst also symbolising the real-life bond that William has with his daughters" said The Ruby Collection CEO, David Brook.

"With all things at the Ruby Collection resembling anything but ordinary, when planning the in-room menu, we were mindful of offering more than just the traditional room service menu of 'food only' creating a range of items that would make our guests feel more at home. Starting with a teddy bear that could be loved by all ages.

"Spending a lot of time travelling on business, in the search of the next guest trend, puts me away from my family quite a lot throughout the year, so I like to bring something home for my family but all too often get caught up and struggle to find a last-minute gift before heading to the airport. I thought it would be a great opportunity if hotels offered something a little bit different," he said.

"One of our talented designers was tasked with the job of bringing "William the Bear" to life and we think she's created something that has the potential to become a household name."

Sporting a bow tie William the Bear is caring and supportive. He is a protector of all things and provides comfort in your home away from home.

William the Bear was launched this week at Ruby's inaugural Teddy Bear's Picnic held today at Budd's Beach. Families, friends and media were invited to what will now become an annual event.



“With International Teddy Bear’s Day coming up on September 9, we thought that this was the perfect time to welcome William and have local kids come along and introduce their favourite bear to William,” said David.

William the Bear will be available to purchase at The Ruby Apartments from early November and guests will also have the opportunity to meet William the Bear during their stay.

The William the Bear character will be taking part in live character shows and guests will be able to meet William, give him a cuddle, snap a selfie and even join him for breakfast or lunch at Ruby special events.

For more information on The Ruby Apartments and to take advantage of their special pre-opening packages available for travel from 5 November 2018, please visit www.therubyapartments.com.au.

- ENDS -

The Ruby Apartments – Tower 1

The first of four towers in the ‘billion-dollar game changer’ Ruby Collection development – the Ruby Apartments - is set to reshape visitor perceptions of what a family holiday experience is meant to be.

Featuring 230 apartments and 13 ground floor villas, Ruby Apartments, will be launched to the public in November 2018, combining family appeal and 5-star facilities, with a sophisticated indulgence and cutting-edge features.

Crystallised by the motto, ‘we don’t do ordinary’, the Ruby experience will stand apart from what visitors have come to expect from a Gold Coast stay with a new level in service and amenities that will knit together the northern Surfers Paradise precinct. Spanning 30 floors the stylish one, two and three-bedroom apartments and sky suites will provide a bird’s eye view of the Pacific Ocean or Gold Coast Hinterland and cater to the modern family with spacious living areas, full kitchen and laundry suitable for families of up to 8 to come together and enjoy all the comforts of home.

In short, The Ruby Collection is a game changer.

At Ruby, the traditional roles of customer service staff will be replaced with Ruby Ambassadors, whose roles will be multi-faceted, enabling them to better understand guests and offer a more personalised service.

From the moment guests arrive, Ruby Ambassadors will assist with guests’ every need - from assisting at check-in, booking local tours and attractions, making a dinner reservation or just have a conversation over morning coffee.

Ruby Ambassadors will simply know their guests better and offer a more personalised service while creating a fun casual atmosphere.

IMAGES ATTACHED

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