

Chesapeake Hospitality Employees and Guests Raise \$13,000 for Give Kids The World

Money will be used to benefit children with life-threatening illnesses and provide fantasy vacations

GREENBELT, Md., Nov. 3, 2011 /PRNewswire/ -- Chesapeake Hospitality, one of the country's fastest growing third-party hotel management companies, together with guests from its hotels across the country have raised a total of \$13,000 for Give Kids The World. Kim Sims, president of Chesapeake Hospitality, made the announcement at this week's IHG conference held in Las Vegas.

Give Kids The World operates a 70-acre, nonprofit storybook resort village, located near central Florida's most beloved attractions in Kissimmee, where children with life-threatening illnesses and their families are treated to week-long, cost-free fantasy vacations.

To raise this sizable contribution, Chesapeake Hospitality established a voluntary payroll deduction plan for associates to make donations. The company also offered hotel guests the opportunity to participate with the chance to make donations as they settled their folio upon checkout.

In addition to the payroll deduction program, Chesapeake Hospitality's employees were encouraged to invest their personal time by volunteering at the village.

"My experience was truly rewarding," said Greg Theophile, director of housekeeping at Crowne Plaza Tampa Westshore. "The expressions I saw on the families and children's faces were certainly worth the time and energy I spent. I am glad and honored that we, as a company, volunteered and made a difference for these families."

Many employees also leveraged their creativity and utilized their personal time to devise unique fundraising initiatives -- including a "slushee social" at the Crowne Plaza Houston and an initiative sponsored by the Hilton Wilmington, where employees walked through the downtown riverwalk selling ice cream bars during the city's Fourth of July celebration. Associates at the Hilton Wilmington also participated in "Change for Change," where both associates and guests deposited their extra change in a large jar in the lobby.

"Giving back to our communities is something that all of us feel very strongly about -- and our employees and guests exceeded our fundraising expectations," said Sims. "We agreed that Give Kids The World was an organization that deserves strong support for the work they do. Families and children that have life-threatening illnesses face many challenges. Doing our part to bring some sunshine into their lives was something that we could all feel very good about."

Headquartered in Greenbelt, Md., just outside of Washington, D.C., Chesapeake Hospitality is a mid-sized, third-party hotel management company with a proven track record in both full- and select-service hotels. Ranked in the top 50 largest independent operators, the company manages properties under the Hilton, Starwood and InterContinental Hotel Group brand families. For additional information, visit the company's website: www.chesapeakehospitality.com.