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BURBA HOTEL NETWORK DONATES TO ANNUAL GIVING CAMPAIGN

Washington, December 14, 2009 — Burba Hotel Network (BHN) contributed to the American Hotel & Lodging Educational Foundation's (AH&LEF) 2009 Annual Giving Campaign which supports key research and workforce development initiatives for the hospitality industry. A six diamond gift, BHN responded to AH&LA President and CEO Joe McInerney's challenge to the industry to help AH&LEF achieve its goal of \$115,000 in donations and send McInerney to work in a hotel for a day. BHN is a leading developer and producer of international hospitality and tourism investment conferences with more than two decades of experience. A long time supporter of the Foundation, BHN partners with the American Hotel & Lodging Association (AH&LA) to host the annual the Americas Lodging Investment Summit (ALIS), which donates a significant portion of net proceeds to AH&LEF.

The Annual Giving Campaign is AH&LEF's key yearly fundraising initiative, supporting its core missions of providing scholarships to hospitality management students, funding important research in areas such as room tax and ADA requirements, as well as promoting hospitality as a career of choice, and developing workforce initiatives. Initiated in 1997, the program has collected more than \$730,000 in charitable donations, and is supported solely by progressive industry leaders and companies.

To date, Joe's challenge has raised \$107,000 for 2009's Annual Giving Campaign. AH&LEF is the not-for-

profit affiliate of AH&LA. This, the Foundation will disburse \$1.2 million to prepare promising college students for a career in hospitality, to attract and retain quality industry professionals, and to fund valuable research for lodging properties. Since the Foundation's inception, \$14 million has been disbursed through its scholarship, education, outreach, and research programs.

"We're delighted that in addition to the ALIS support, BHN is also making a personal donation," said Joori Jeon, CPA, CAE, AH&LEF president/COO. "While some organizations are cutting back during these hard times, BHN has increased its charitable contributions, showing their dedication to shape, train and prepare an industry that can weather any challenge."

All AH&LEF contributions are tax-deductible to the fullest extent of the law. For more information about donating, contact Michelle Poinelli, senior vice president of foundation programs, at (202) 289-3181, or mpoinelli@ahlef.org. More information is available online at www.ahlef.org.

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AH&LEF is the charitable fund-raising and endowed fund-management subsidiary of the American Hotel & Lodging Association. Founded in 1953, AH&LEF is the premier organization for scholarships, professional certification, and instructional material as well as funding for hospitality industry research. For more information, visit www.ahlef.org.

Serving the hospitality industry for nearly a century, AH&LA is the sole national association representing all sectors and stakeholders in the lodging industry, including individual hotel property members, hotel companies, student and faculty members, and industry suppliers. Headquartered in Washington, D.C., AH&LA provides members with national advocacy on Capitol Hill, public relations and image management, education, research and information, and other value-added services to provide bottom line savings and ensure a positive business climate for the lodging industry. Partner state associations provide local representation and additional cost-saving benefits to members.