

Hyatt Hotels & Resorts Sponsors Jumpstart's Read for the Record(R) for Second Straight Year

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Support for early literacy initiative at more than 100 hotels demonstrates corporate commitment to youth and education

For the second consecutive year, Hyatt Hotels & Resorts will serve as a national corporate sponsor of Jumpstart's Read for the Record(R) campaign, participating in a global effort to highlight the importance of early childhood education by breaking the world record for the largest shared reading experience.

Slated to take place on October 2, Jumpstart's Read for the Record is an outreach program designed to encourage children and adults from around the world to read the same book on the same day. Across the United States, Canada and Mexico, associates at more than 100 hotels will distribute customized bookmarks to all guests beginning on September 8 through the day of the reading events taking place October 2. On that day, general managers and other local team members will read this year's official campaign book, *Corduroy*, to groups of children at schools and libraries in their local communities. The company is also encouraging members of its Hyatt Gold Passport(R) program to donate points towards a financial contribution to Jumpstart. Participating Hyatt brands include Hyatt Regency(R), Grand Hyatt(R), Park Hyatt(R), Hyatt Summerfield Suites(R) and Hyatt Place(R).

As an active contributor to the local communities in which it serves, Hyatt will donate custom, limited-edition copies of *Corduroy*, written by Don Freeman, to local pre-school organizations and libraries across the United States. Celebrating its 40th year in print, this international classic shares a timeless message about love and friendship.

'For the past 50 years, Hyatt has demonstrated its commitment to social responsibility, youth and education,' said Mark Hoplamazian, Global Hyatt Corporation president and chief executive officer. 'Together, Hyatt and Jumpstart aim to educate the community about the importance of literacy in the lives of young children and encourage public involvement in literacy programs.'

Participating Hyatt properties are partnering with local organizations and schools to create interactive reading events that include learning activities and games. In addition, Hyatt properties in major cities such as Los Angeles, Chicago and Atlanta, along with Jumpstart, will host special reading events at schools, local organizations and libraries.

Last year, more than 258,000 people participated in the Read for the Record event nationwide and more than \$1 million was raised to support Jumpstart's literacy-building efforts. As a national sponsor in 2007, Hyatt helped Jumpstart obtain its goal of breaking the world record for the largest shared reading experience by having more than 100 hotels in North America participate. Hyatt Gold Passport members had the option to redeem 5,000 points in exchange for a \$40 donation to Jumpstart. Jumpstart received more than \$12,000 from the generosity of the Hyatt Gold Passport membership.

Jumpstart's longstanding relationships with its national multi-year partners are a key component of its ongoing efforts to help at-risk children develop their language, literacy, and social skills in preparation for kindergarten. With support from Jumpstart's sponsor and founding partner, Pearson, as well as American Eagle Outfitters, Hanna Andersson, LeapFrog, Penguin Young Readers Group, Sodexo and XM Satellite Radio, this year promises to be another record-breaking event.

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