



NEWS RELEASE

Contact: Diane W. Jones, MPA, APR (727) 992-6928
diane@djpublicrelations.com

A Pink October at the Quorum Hotel - Tampa Provides Local Non-Profits With Some Much Needed Green

Tampa, Fla., Oct. 12, 2009 – The Quorum Hotel – Tampa prides itself as not just being a hotel in the Tampa Bay community, but truly being a part of the Tampa Bay community. As part of this commitment to Tampa Bay, Quorum employees continually give back locally -- from the general manager and the sales team to the dedicated front desk and housekeeping staff.

The “Quorum Cares” initiative was born from this community spirit, and during the month of October, numerous activities and events will take place in and around the hotel as part of the “Quorum Cares” program.

“The Quorum Hotel recognizes the impact that the local economy has had on local non-profits here in the Tampa Bay community – they are struggling and we want to help,” said Pam Avery, general manager of the Quorum Hotel – Tampa.

On October 14, Quorum will host an invitation-only “Drink Pink” Party to raise money to help in the fight against cancer. Money raised during the event will go toward H. Lee Moffitt Cancer Center’s Family Services Program. For every attendee to the party, the Quorum will donate \$10 to this worthwhile cause. Additionally, money raised from a silent auction will be donated to the Moffitt Cancer Center.

In conjunction with the “Drink Pink Party,” a check presentation will be made to the Children’s Cancer Center, from money raised by Quorum Hotel employees as part of the “Wear Your Denim to Work Day” campaign. Quorum employees were able to participate in this campaign during the month of September, raising money for this worthwhile children’s cancer organization.

But “Quorum Cares” extends beyond these two events. Other fund-raising activities, which will also benefit Moffitt Cancer Center, include:

- A special promotion at the Blue Water Grill’s lunch buffet during the week of Oct. 12-16. Twenty-five percent of each lunch check will be donated to Moffitt.
- Quorum staff will operate pink lemonade stands throughout the Westshore area on Oct. 15. The stands will sell lemonade and water bottles with pink ribbons.
- Ten percent of each new meeting booked in October at the Quorum Hotel (up to \$500 per meeting) will be donated to Moffitt.

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A Pink October at the Quorum Hotel – Tampa, page 2

“Quorum is proud to be able to give back to our local community, and the fight against cancer is a worthy cause to be involved in,” said Avery. “This disease impacts so many lives and it’s important for all of us to do what we can to help those fighting cancer, help fund research and to help support cancer survivors.”

Founded in 1987, Quorum Hotels & Resorts operates and manages several popular properties throughout the United States including Quorum Hotel-Tampa, their first-ever independently flagged property and Tampa’s ideal resort for leisure and business travelers. The boutique-style Quorum offers an exciting blend of unique amenities and stellar service providing a memorable experience for guests. For reservations and information, please call toll-free (877) 4-QUORUM (478-6786) or (813) 289-8200.

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