

FOR IMMEDIATE RELEASE

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CONTACT:

J.R. Rupp
Director of Communications & Marketing
Central Florida Hotel & Lodging Association
(407) 313-5025
jr.rupp@cfhla.org

CFHLA CARES DRIVE COLLECTS OVER 2,300 PROFESSIONAL ITEMS FOR STUDENTS IN NEED

(ORLANDO, FLA – July 24, 2023) – Last week, the Central Florida Hotel & Lodging Association (CFHLA) Foundation hosted its second **CFHLA CARES Drive** of the year.

Specifically, this collection drive focused on professional attire including dresses, suits, shoes, ties, belts and other accessories, with all of the items going to support students in need within Orange County Public Schools and the School District of Osceola County.

Through the incredible generosity of our amazing members and hospitality partners, CFHLA **collected over 2,365 items**, that were ultimately distributed to each of the school districts last Friday.

(Photos from the collection drive are available at <https://cfhla.smuqmuq.com/2023-July-CARES-Drive/>)

“We are very grateful for the support of our members and hospitality partners who came together to make a real difference in the lives of our students throughout Central Florida,” remarked Sonja Giselbrecht, Chair of the CFHLA Foundation Board of Directors and General Manager of Bluegreen Vacations - The Fountains Resort. “This CARES collection drive was truly a collaborative effort, and together, we provided thousands of professional clothing items to students in need so they can look and feel their best when it comes to their education and future career opportunities.”

Each year, CFHLA and the CFHLA Foundation partners to host at least four different CARES collection drives that support our Central Florida Students and community residents in need, with the next CARES collection drive scheduled for October.

The CFHLA Foundation was created in 2009 to serve as the “Giving Arm” of CFHLA, and since 2000, the CFHLA Foundation has awarded over \$1.2 million in Hospitality Student and Family

Member Scholarships and collected hundreds of thousands of items for students and residents in need. Last year our CARES Drives collected over 176,000 items.

The Central Florida Hotel and Lodging Association's mission is to represent the Central Florida Hospitality Industry, by setting the standard of excellence through advocacy, collaboration, education, recognition, and service. As the largest regional hospitality association in the United States, CFHLA represents approximately 80 percent of the more than 129,500 hotel rooms in Orange, Seminole and Osceola counties, and more than 500 "supplier" organizations that do business with the hospitality and tourism industries.

For more information on the Central Florida Hotel and Lodging Association, please visit www.cfhla.org.

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