



Hilton Sandestin Beach

Golf Resort & Spa

FOR IMMEDIATE RELEASE

Media Contact:

Valeria Lento
Communications Manager
(850) 267-9631
vlento@HiltonSandestinBeach.com

THE HILTON SANDESTIN BEACH DONATES \$10,000 TO SUPPORT ALABAMA TORNADO RELIEF EFFORTS

Northwest Florida's premier resort hotel donates funds for the purchase of Walmart gift cards for Alabama tornado victims in need of essential everyday items

Destin, Fla. (May 10, 2011) – Following last month's devastating tornadoes in neighboring Alabama, the Hilton Sandestin Beach Golf Resort & Spa is assisting the efforts of the Destin United Methodist Church to supply storm victims with much-needed hygienic, health, and household essentials. Through the donation of \$10,000 in Walmart gift cards, the Hilton Sandestin Beach is giving back to a community made up of close friends, family members and loyal guests.

For more than 27 years, Alabama has been one of the Hilton Sandestin Beach's most loyal markets, with thousands of families visiting year after year and many large groups hosting their meetings and events at its facilities. Additionally, many of the hotel's staff are originally from Alabama or have family and friends who live there.

"Alabama has always been very near and dear to our hearts. During this time of loss, we want to let them know our thoughts are with them," said Gary Brielmayer, General Manager of the Hilton Sandestin Beach. "We hope this donation will help many families in need."

Through its Alabama/West Florida Annual Conference, the Destin United Methodist Church is aligned with 800 churches around the region, which are working district by district to raise funds and collect items for storm victims through its voluntary Disaster Relief Teams.

Having heard the Church's request for donations, the Hilton Sandestin Beach offered to purchase \$10,000 worth of gift cards, 100 percent of which will go directly to Alabama residents.

"Families are in great need of everyday essentials, and these Walmart gift cards will facilitate the purchase of things such as toothpaste, soap, lotion, health kits, and diapers," Brielmayer said. "It's the least we can do for our neighbors."

Dr. Barry Carpenter, Lead Pastor at Destin United Methodist Church, who received the check on behalf of the Hilton Sandestin Beach, said it's important for the local community to come together during this time and assist in whatever capacity they may.

"This is the way God works through the world, with us loving our neighbors as we would want them to love us," he said. "The strength and giving spirit of businesses like the Hilton Sandestin

Beach, who help and care for each other, are a testament to this. It's good business and good Christian practice."

For more information on the Hilton Sandestin Beach, call 850.267.9500 or visit www.HiltonSandestinBeach.com. Stay up-to-date on the hotel's latest news and promotions, including real-time updates and weekly beachside broadcasts via its Blog, Facebook, Twitter, or YouTube.

For more information on how to assist with the relief efforts of the Destin United Methodist Church, please call 850.837.2021 or visit www.DestinUMC.org.

About the Hilton Sandestin Beach Golf Resort & Spa

The Hilton Sandestin Beach Golf Resort & Spa, managed by Sandcastle Resorts & Hotels, is located directly on the sugar-white sands and emerald-green waters of Northwest Florida's Gulf Coast – one of *Frommer's* "Top 12 Destinations for 2010." Aside from its stunning location, Northwest Florida's largest full-service beachfront resort hotel boasts 598 spacious guest accommodations, more than 32,000 square feet of award-winning meeting space, excellence in service, a world-class spa and fitness center, five on-site dining venues – including a AAA Four-Diamond restaurant – countless beachside and poolside offerings, abundant resort recreation options, access to championship golf courses, and close proximity to the area's premier attractions. For more information on Destin's premier hotel, visit www.HiltonSandestinBeach.com, or stay up-to-date with its latest news and promotions on its Blog, Facebook, Twitter or YouTube.

#