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**FOR IMMEDIATE RELEASE**

**Greater New Orleans Hotel & Lodging Association Steps Up to the Plate  
to Feed those in Need in New Orleans**

*Local hotel and lodging industry partnerships will save agencies thousands in food expenses*

**New Orleans, LA (May 10, 2016)** – Today, the Greater New Orleans Hotel & Lodging Association (GNOHLA) launched **Feed the Need NOLA** which will provide meals for those in the New Orleans community with the greatest risk of going hungry. **Feed the Need NOLA** was created by GNOHLA to help eliminate some of the financial burden that local soup kitchens and shelters are facing in today's economic environment. The goal of **Feed the Need NOLA** is to serve approximately 200 meals per week through partnerships with The New Orleans Mission and St. Jude Community Center.

Members of GNOHLA's board of directors working alongside lodging industry employees and volunteers, prepared and served hot meals to hundreds of homeless and most vulnerable citizens at the New Orleans Mission this morning to kick off the new program. Today's kick-off meal saved the New Orleans Mission and St. Jude Community Center \$1,000, with annual savings estimated to be over \$50,000.

**"Feed the Need NOLA** provides a rewarding opportunity for lodging and hospitality employees to give back to their community while saving thousands of dollars for those non-profits which feed the homeless on a daily basis," said David Teich, Windsor Court Hotel general manager and Greater New Orleans Hotel & Lodging Association board president. "Many families are struggling to make ends meet and programs such as **Feed the Need NOLA** will go a long way in making a difference."

Each week a different hotel or affiliate partners from the Greater New Orleans area will prepare, deliver and serve meals to those in our community who are most vulnerable. In Louisiana, one in six households is at risk of hunger every day. During this period of economic uncertainty, many families are faced with loss or even decreased employment which strains an already stretched pocket book to pay for simple daily needs.

**Feed the Need NOLA** will help save thousands on food costs annually for both The New Orleans Mission and St. Jude Community Center, freeing up funding for other needs at their respective organizations. “It’s wonderful to see the hospitality community come together to help fight hunger,” said David Bottner, Executive Director of the New Orleans Mission. “As you know, over the past ten years the number of homeless citizens in New Orleans has grown significantly. We are so thankful for the help of the Greater New Orleans Hotel & Lodging Association to lend a hand – by coming together we can make a greater impact in making a difference.”

**Feed the Need NOLA** is GNOHLA’s latest program designed to give back and fill a need within the New Orleans Community. Other current GNOHLA programs include: volunteering with Habitat for Humanity, scholarships, The Tourism Tee Off Golf Tournament and the Education Foundation. The Education Foundation funds scholarships for high school seniors with an interest on Hospitality, Restaurant and Tourism (HRT) careers. The Education Foundation also provides continued support to the UNO HRT program and promotes it to students both nationally and internationally.

For more information about **Feed the Need NOLA**, please visit <http://gnohla.com/feedtheneednola> or contact Mavis Early at 504-525-2264 or David Teich at 504-596-4780.

### **About the Greater New Orleans Hotel & Lodging Association**

The Greater New Orleans Hotel & Lodging Association is a membership-based, not-for-profit, private association representing the hotel and lodging industry in the Greater New Orleans area. GNOHLA is devoted to representing the rights and interests of the New Orleans hospitality industry through education, political action, communication, and marketing; for providing member benefits that improve the financial position and public awareness of its members; and for supporting strategic alliances to promote the value of New Orleans tourism and travel.

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