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Greater New Orleans Hotel & Lodging Association Hospitality Education Foundation donates \$50,000.00 to UNO Hotel, Restaurant and Tourism marketing campaign

**NEW ORLEANS** – (March 20, 2013) - The Lester E. Kabacoff School of Hotel, Restaurant and Tourism Administration at the University of New Orleans accepted a \$50,000 donation on Wednesday, March 20, 2013 from the Greater New Orleans Hotel and Lodging Association Hospitality Education Foundation.

Tod Chambers, President of the Greater New Orleans Hotel and Lodging Association (GNOHLA) Hospitality Education Foundation, along with the Foundation's Executive Director, Mavis Early, presented Dr. John Williams with the philanthropic allocation on Wednesday at the Windsor Court Hotel. The money will go to aid the school's marketing efforts to increase national awareness of the Hotel, Restaurant and Tourism Administration program at the University of New Orleans. "As demand for well-educated, quality hospitality employees increases GNOHLA's Hospitality Education Foundation is devoted the development and cultivation of new talent for the Greater New Orleans area, said Mavis Early. In a time when marketing budgets are commonly reduced, the decreased supply of hospitality graduates in the marketplace encouraged GNOHLA to fulfill a need and support the partnership between UNO and the tourism community.

"This wonderfully generous award from the Greater New Orleans Hotel & Lodging Association Hospitality Education Foundation will provide the essential funding to promote our Bachelor of Science and Master of Science programs in Hotel, Restaurant and Tourism Administration," said Dr. John Williams, Director of the Lester E. Kabacoff School of Hotel, Restaurant and Tourism Administration at the University of New Orleans. "The funding will also be used to promote and advertise the launch of our new fully online Master of Science degree program, in Hospitality and Tourism Management, as we further extend student enrollment nationally and internationally. This gift serves as an excellent example of how the Greater New Orleans Hotel & Lodging Association is devoted to its mission of representing the New Orleans hospitality industry through education."

The endowment is consistent with the organization's mission of promoting awareness and education of viable hospitality career paths to the New Orleans community. In addition, the Greater New Orleans Hotel and Lodging Association Hospitality Education Foundation partners with Warren Easton Charter High School Hospitality Academy. Through the Foundation two scholarships are awarded each year to qualified seniors who are pursuing further education in Hospitality at either the University of New Orleans or Delgado Community College. The Foundation also sponsors speaker programs, hospitality career panels, mock interviewing workshops, and mentoring for scholarship recipients; as well as an annual Career Fair for students enrolled in UNO's College of Business and the School of Hotel, Restaurant and Tourism Administration.

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

The Greater New Orleans Hotel and 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.

**About the Greater New Orleans Hotel & Lodging Association Hospitality Education Foundation**

The Greater New Orleans Hotel & Lodging Association Hospitality Education Foundation is a non-profit corporation formed to create awareness of the hospitality career path available to high school students in our community, to provide educational and financial support to the secondary and post-secondary institutions offering hospitality programs, and to sponsor continuing education programs for association members.

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