



News Release

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Boys & Girls Clubs of Southeast Virginia Members Eligible for Complimentary Family Vacation Program

*Sponsored by Benchmark Hospitality International
The Founders Inn and Spa and
Boy & Girls Clubs of America*

Virginia Beach, VA (September 24, 2009) - The Founders Inn and Spa and Benchmark Hospitality International, a leading hotel management company operating hotels and resorts coast-to-coast and in Hawaii, have announced a partnership with Boys & Girls Clubs of America (BGCA). It is a Hometown Hospitality™ initiative providing complimentary vacations to deserving families. Benchmark operates The Founders Inn and Spa in Virginia Beach,

Virginia, a family vacations program participant for the Southeast Virginia area.

Hometown Hospitality is an outreach program sponsored by Benchmark Hospitality, headquartered near Houston. Through Hometown Hospitality, Benchmark reaches out to organizations, families and individuals in communities in which the company operates hotels and resorts with employee volunteer programs, in-kind donations and community activities.

For the first time since Benchmark launched Hometown Hospitality in 2004, the company is partnering with a national youth-serving organization – Boys & Girls Clubs of America. Based in Atlanta with local chapters across the country, BGCA is one of the nation's most respected youth organizations, providing quality after-school programming to young people, ages 6 to 18.

Established in 1906, Boys & Girls Clubs of America provides a network of more than 4,300 community-based facilities with caring youth development professionals offering award-winning programs emphasizing academic success, healthy lifestyles and citizenship. Through programs such as SMART Moves, Power Hour, Club Tech and Youth of the Year, Boys & Girls Clubs of America, its dedicated staff and a vast network of volunteers help young people successfully navigate the path to a productive, healthy, and satisfying adulthood. Benchmark Hospitality is participating with 13 local BGCA chapters in locations where the company operates hotels and resorts, including the Southeast Virginia area.

“We are excited about this national effort to help Boys & Girls Club members and their families have a wonderful vacation,” said Burt Cabañas, chairman and CEO of Benchmark Hospitality International, “and we are pleased to be partnering with such an impressive organization. Boys & Girls Clubs fill the needs of kids for healthy adult interaction, mentoring and positive role-models.”

"Our Hometown Hospitality initiative is predicated on the knowledge that for many, the word 'hometown' evokes images of safe neighborhoods, close families and friends, and kids without a care playing catch. But this is not everyone's experience," said Tade Allen, director of sales and marketing at The Founders Inn and Spa. "This is why Boys & Girls Clubs of America is so important -- because they step up and provide a safe environment where kids can have fun, be themselves and engage in activities that channel youthful energy into challenging pursuits."

"We are extremely grateful to Benchmark Hospitality for offering such a wonderful opportunity for our Club members and their families," said Boys & Girls Clubs of America President/CEO Roxanne Spillett. "We know that

strong, healthy families are critical to the young people we serve and these complimentary vacations will provide stress-free, fun-filled times for both."

Through the partnership with Boys & Girls Clubs of America, Benchmark Hospitality's hotels and resorts, inclusive of The Founders Inn and Spa, will provide up to 30 families across the nation complimentary Family Road Trip Vacations in areas where Benchmark has properties and BGCA has local Clubs. The Founders Inn and Spa is offering two vacations to deserving families in the Southeast Virginia area.

These 3-5 day and night vacations for a family of four at The Founders Inn and Spa will include guest accommodations, three meals each day, full access to recreation amenities, and access to several local destination attractions as well. Also, \$100 in gas cards, compliments of Shell Oil Company, will be provided to each family to help cover transportation costs.

How Southeast Virginia Region Boys & Girls Club Families Can Apply

Benchmark Hospitality, The Founders Inn and Spa, and Boys & Girls Clubs of America invite interested vacation-ready families who may have thought a trip was not possible this year, and who are affiliated with the Southeast Virginia Boys & Girls Club or clubs in the surrounding regions, to complete a brief application form available online at www.benchmarkhospitality.com/BGCAfamilyvacation by October 4th. On the application, families are asked to include their story in 200-500 words for the consideration by BGCA.

The Southeast Virginia Boys & Girls Club will review each family's story and forward final recommendations to Benchmark Hospitality International and The Founders Inn and Spa. Families will be informed of their selection for a vacation in late November.

Since giving is as important as receiving, as part of the Family Road Trip Vacations Hometown Hospitality initiative, Benchmark Hospitality will request each family participate in four hours of light service to their local community, side-by-side with the Benchmark Hospitality staff.

About Boys & Girls Clubs of America

For more than 100 years, Boys & Girls Clubs of America (www.bgca.org) has helped kids "Be Great," providing hope and opportunity for those who need it most. Today, more than 4,300 Clubs serve some 4.5 million young people through Club membership and community outreach. Known as The Positive Place for Kids, Boys & Girls Clubs can be found throughout the country and on U.S. military bases worldwide, providing young people 6-18 years old with guidance-oriented character development programs conducted by trained, professional staff. Clubs positively impact lives and help young people reach their full potential as productive, caring

citizens. Key programs emphasize leadership development; education and career exploration; community service; technology training; financial literacy; health and life skills; the arts; sports, fitness and recreation; and family outreach. In a recent Harris Survey of Club alumni, 57 percent said the Club saved their lives. National headquarters are located in Atlanta.



About Hometown Hospitality Caring For Our Communities

The “Hometown Hospitality Caring For Our Communities” program of Benchmark Hospitality International advances the philanthropic endeavors of the leading hospitality management company through employee volunteer programs, in-kind donations and community outreach activities. Benchmark believes that responsible corporate citizenship recognizes the inalienable link between a healthy and vibrant community and the health and well being of a company and its employees. Hometown Hospitality Caring for Our Communities encourages and enables Benchmark employees globally to seek leading roles in the communities in which they live and work and the world community as well by supporting social, educational, and cultural programs, either through property-developed initiatives or through partnering with existing services.

About The Founders Inn and Spa

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Boasting old-world charm and the finest southern hospitality, The Founders Inn and Spa provides the appeal and warmth of a country inn, accented by beautiful antiques and historic artifacts, with a new \$5 million full-service resort spa, grand scale pool featuring a circular slide and interactive fountains, luxurious amenities and award-winning cuisine. The Inn's 240 guestrooms and suites include High Speed Internet access, generous workspace and views of 26 landscaped acres. Select rooms include gas fireplaces, and views of the lake and formal gardens. The Founders Inn and Spa is located at 5641 Indian River Road in Virginia Beach near exit 286B off Interstate 64 East. For reservations and additional information, please call 800-926-4466 or visit [www.FOUNDERSINN.com](http://wwwFOUNDERSINN.com).

About Benchmark Hospitality International

Benchmark Hospitality International is a leader in the management and marketing of resorts, conference centers, hotels, and Personal Luxury Hotels™. The privately held company, launched in 1980, is a founding member of the International Association of Conference Centers. Benchmark Hospitality is a worldwide organization operating properties in major metropolitan and resort destinations. Benchmark's international headquarters is located in The Woodlands, Texas, near Houston, with regional offices in New Jersey and Connecticut. International offices are located in Tokyo, Japan, and Santiago, Chile. For the location of Benchmark's properties and additional information, visit www.benchmarkhospitality.com.

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