

Which Hotel Announces Holiday Facebook Contest?

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EXTRA EXTRA!



HOTEL VALLEY HO ANNOUNCES HOLIDAY FACEBOOK CONTEST EACH ADDITIONAL FAN = \$1 FOR ST. MARY'S FOOD BANK

Hotel Valley Ho in Downtown Scottsdale is supporting St. Mary's Food Bank with a Facebook campaign for the holiday season. The hotel will donate \$1 for each new fan on the Hotel Valley Ho Facebook page (www.facebook.com/hotelvalleyhoscottsdale) that "likes" the page between Thanksgiving Day and New Year's Eve.

The hotel will note the number of fans just before the start of Thanksgiving Day – Thursday, November 24. The number of fans will then be noted just after the end of the evening of New Year's Eve – Saturday, December 31. The number of fans prior to Thanksgiving will be subtracted from the new number of fans, and that number will be given to St. Mary's as a donation (\$1 per new fan) to help provide food for Arizona residents in need. With one dollar, St. Mary's can distribute food enough to provide seven meals.

Arizona leads the country in childhood poverty and hunger; 25% of Valley children go to bed hungry each night. Many adults also suffer. St. Mary's helps by providing 275,000 meals per day. Food is distributed to two-thirds of counties in the state, creating a huge impact on hunger in Arizona.

Hotel Valley Ho is encouraging people to spread the word; more fans mean more meals for St. Mary's.

About St. Mary's: St. Mary's Food Bank Alliance is the world's first food bank, founded by John Van Hengel in Phoenix in 1967. It is now the largest food bank in the world, having distributed a record 74.2 million pounds of food in fiscal year 2010-11. Learn more at www.firstfoodbank.org.

About Hotel Valley Ho: Hotel Valley Ho in Downtown Scottsdale originally opened in 1956 and reopened in 2005 after an \$80 million rehabilitation. This 193-room urban retreat blends mid-century style with modern amenities, and features VH Spa for Vitality + Health, OH Pool Bar + Cabanas, ZuZu, and the Tower – the seven-story, artful hotel within a hotel. Learn more at www.hotelvalleyho.com.