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Hilton Richmond Hotel & Spa/Short Pump General Manager to be “dunked” to support the Virginia Breast Cancer Foundation

Hilton Team Uses Reward For A Job Well Done To Support Local Partner

RICHMOND, VA (Thursday, August 16, 2012) – More than 200 employees at the Hilton Richmond Hotel & Spa/Short Pump will have the opportunity to attempt to dunk the General Manager and other key Managers in a dunk tank at the Hilton on Friday, August 17th at 1:00pm to support a local cause. Employees will have the opportunity to purchase 3 balls for \$5.00 and 100% of the proceeds will benefit the Virginia Breast Cancer Foundation.

The event is part of the monthly Employee Appreciation Luncheon and is a reward to the employees who have focused their efforts to rise to become one of the top Hilton hotels in the Americas. All employees will have the opportunity to purchase 3 balls for \$5.00 and 100% of the proceeds will benefit the 21 year old organization that is dedicated to “Educate, Advocate and Eradicate” breast cancer.

In March of this year, Devin Heath, the general manager of the Hotel, challenged his team to improve their overall Guest Satisfaction ranking to be in the top 10 Hiltons in the Americas, part of Hilton Hotels Worldwide commitment to excellence, by allowing the team to publicly dunk him in a dunk tank. The team rallied around the challenge and improved from rank 69 to number 6 out of 292 Hilton Hotels in the Americas.

“I couldn’t be more proud of our team,” said Devin Heath, general manager of the Hilton. “When I put the challenge out to them I knew we could achieve that status of being one of the elite hotels in the Hilton family of hotels. The team worked together to achieve the goal and we are going to celebrate the victory in a fun way. But what makes it even more special is that we have a team that cares about our community. After the goal was reached, they unanimously decided they wanted to use this fun event as a way to support the Virginia Breast Cancer Foundation.”

Katy Sawyer, executive director of the Virginia Breast Cancer Foundation agrees. “It is wonderful to have a partner like the Hilton Richmond Hotel & Spa that is so committed to supporting our cause of fighting breast cancer as we have worked together on multiple events and they continue to find new ways to engage their guests and employees in educating, advocating and eradicating breast cancer.” Katy adds, “With our experiences with their staff, it is no surprise to me that they are one of the top 10 Hiltons.”

ABOUT VIRGINIA BREAST CANCER FOUNDATION

Founded in 1991, the Virginia Breast Cancer Foundation (VBCF) is the only statewide non-profit organization committed solely to the eradication of breast cancer through education of and advocacy for Virginians. Each year we reach thousands of individuals at the community level with accurate, up-to-date information on breast cancer early detection, diagnosis, treatment, research, legislation, and survivorship.

ABOUT HILTON RICHMOND HOTEL & SPA

The Hilton Richmond Hotel & Spa at Short Pump is Richmond's newest 4 Diamond hotel offering spacious guest rooms, one of Richmond's largest event centers, Shula's America's Steak House and Aura Spa and Salon, a full-service spa and salon catering to local residents and hotel guests alike. The hotel event center is capable of hosting from 10 to 1,100 people in the ballroom, numerous breakout rooms and the three Shula's private dining rooms designed to host numerous types of events from a corporate conferences and business meetings to intimate gatherings, lavish banquets, weddings or galas. The hotel also features an executive floor with an executive lounge and junior, executive and presidential suites.

The full-service restaurant featured at The Hilton Richmond Hotel & Spa is Shula's America's Steak House. A fine dining restaurant, Shula's Steak House is themed after the 1972 undefeated Miami Dolphins and their "Perfect Season" - the only team in NFL history to finish a season 17 - 0. Shula's has the strictest guidelines for their custom center cuts and aging process, which make up the award winning SHULA CUT steaks, Premium Black Angus beef.

The Hilton Richmond Hotel & Spa is nestled in the prominent Short Pump area, located just off Broad Street & Interstate 64 approximately 20 minutes from Richmond International Airport. Next door, the exclusive Short Pump Town Center features an upscale selection of options for shopping, movie theaters and dining. Businesses in the Short Pump & Downtown Richmond areas will enjoy the hotel's location with easy access from the hotels front door.

To learn more about the Hilton Richmond Hotel & Spa/Short Pump visit www.hiltonRichmond.com.

ABOUT SHAMIN HOTELS

Shamin Hotels, based in Richmond, Virginia, is a dynamic, growth-oriented hotel company that owns, operates, and develops commercial business hotels under Hilton, Marriott, InterContinental, and Choice flags. With 4000+ rooms in 37 properties across three states, Shamin Hotels is today recognized as the largest hotel management company in Virginia.

Deeply rooted in the hospitality industry, Shamin Hotels enjoys a number of advantages that give the company a competitive edge. Its senior management team has more than 100 years of combined experiences. This executive team along with more than 750 associates provides a daily wealth of intuitive input, perspective, and knowledge that helps to create the Shamin Touch. The company also has long-standing relationships with the industry's most highly regarded brands and has consistently been recipient of awards from its franchisors. Shamin was awarded the multi brand developer of the year in 2003 by President Bush Sr. on behalf of Hilton Corporation. Most recently Shamin was awarded the 2009 Americas Developer of the Year award from InterContinental Hotels Group and most recently, Shamin Hotels was awarded the Hilton Lifetime Achievement Award in 2010. . For more information, call 804-777-9000 or visit www.shaminhotels.com.

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