



Central Florida Hotel & Lodging Association
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MEDIA ALERT

November 7, 2013
FOR IMMEDIATE RELEASE

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TOURISM HOSTS DISCUSSION ON FLORIDA CITRUS BOWL STADIUM RENOVATIONS AND COLLECTION DRIVE FOR HOMELESS STUDENTS

Who: The **Central Florida Hotel & Lodging Association (CFHLA)** is hosting a luncheon and **CFHLA Cares Collection Drive** benefiting Homeless Students in Central Florida.

What: This CFHLA luncheon program will feature **Steve Hogan, CEO of Florida Citrus Sports**, to give an update on Florida Citrus Bowl Stadium renovations. In conjunction with the luncheon, the **CFHLA Cares** program will be collecting needed items for the more than 10,000 Central Florida students experiencing homelessness this year. Last year at this event, CFHLA collected **two school busses full of supplies for Orange and Osceola County schools!** We are hoping to meet or exceed last year's turnout, and there will be school busses on site to pick the supplies up for students in Orange and Osceola County Schools. Items needed include: toiletries, non-perishable foods, and articles of new clothing for school-aged children.



When: **TODAY** - Thursday, November 7, 2013
Noon - 1:30PM (Luncheon)
10:00AM - 2:00PM (CFHLA Cares Collection Drive)

Where: **JW Marriott Orlando Grande Lakes**
4040 Central Florida Parkway
Orlando, FL 32837

Contact: **Jillianne Pierce, CFHLA Public Policy Director**
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The Central Florida Hotel & Lodging Association is the world's largest regional hotel association, representing approximately 80% of the hotel rooms in Orange, Osceola and Seminole Counties.