

## Hyatt Pledges \$25,000 to Nonprofit Room to Read; Engages Guests, Partners and Associates to Share the Joy via Social Media to contribute up to \$100,000

**CHICAGO (December 9, 2013)** – Hyatt is #SharingJoy this holiday season by raising awareness and support for the international education nonprofit organization, [Room to Read](#), while inviting the Hyatt community to help expand the impact. Through a \$25,000 gift to help build new school libraries and establish reading mentoring programs in India, Hyatt will expand the impact of its corporate philanthropy program, [Ready To Thrive](#), which supports global education and literacy programs and provides a launching point for learning and success. But more than just a one-time gift, Hyatt is also inviting guests and community partners to take part in #SharingJoy and making a difference by using social media to help raise awareness for global literacy and extend the impact of the company's philanthropic donation to reach its desired pledge of \$100,000.

Recipients of Hyatt's holiday e-card and the hotel chain's social networks are invited to post a special message from Hyatt on Facebook, Twitter, Google+, LinkedIn and Weibo that includes the hashtag #SharingJoy and encourages others to also post a message with the same hashtag. Hyatt will match each new #SharingJoy post with an additional \$1 donation to help reach the company's pledge of up to \$100,000.

"Any company can simply write a check, but we want to do more to tackle the critical challenge of illiteracy," said Brigitta Witt, Vice President of Corporate Responsibility for Hyatt Hotels & Resorts. "By actively engaging our passionate guests, associates and community partners to share their own stories of inspiration, giving and joy, we hope to raise awareness and build a global network of support that will last long after the holidays."

Hyatt has also launched a dedicated [Share the Joy Tumblr](#) page to help the public follow the progress of the campaign and track shares. The Tumblr page also highlights stories of local community causes championed by its hotels around the world through the company's annual Hyatt Community Grants program.

Hyatt Community Grants are a key component of [Hyatt Thrive](#) – Hyatt's global corporate responsibility platform – that encourages hotels worldwide to identify and nominate local nonprofits for funding consideration. The program builds on Hyatt's belief that no one better understands a community's most pressing issues – and their solutions – than those that live and work there.

"Through the Hyatt Community Grants program, we are able to recognize nonprofits in cities around the world that are committed to addressing the greatest needs in their own communities," said Witt. "Showcasing the stories of changed lives through our holiday campaign helps remind us how important it is to invest in our communities around the world that we call home."

### About Hyatt Community Grants

Funding for Hyatt Community Grants is provided by Hyatt Hotels Foundation, a donor-advised fund created in conjunction with the National Philanthropic Trust. In 2013, 26 Hyatt properties from around the world awarded more than US\$300,000 in grants to nonprofits in their local communities. Since the program's inception in 2008, Hyatt hotels have awarded more than US\$1,350,000 to nonprofit organizations in 103 communities and 34 countries around the world.

For more information about Hyatt Community Grants, please visit <http://thrive.hyatt.com/philanthropy.html>.

### About Hyatt Thrive

Hyatt's global corporate responsibility platform, Hyatt Thrive, is designed to help make our communities places where our associates are proud to work, our guests want to visit, our neighbors want to live and owners want to invest. Harnessing the power of more than 90,000 associates worldwide, Hyatt Thrive brings together teams of passionate people to focus on positive local efforts that create a significant global impact.

Hyatt expanded its corporate responsibility commitment with the launch of *Ready to Thrive* in 2013, a multi-year philanthropic commitment to education initiatives in Hyatt communities around the world. With a focus on literacy and career readiness, Ready to Thrive supports community organizations and programs that offer a launching point for individuals to learn and develop the critical skills needed to professionally advance.

For more information about Hyatt Thrive, please visit [www.HyattThrive.com](http://www.HyattThrive.com).

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