



Case Study: Teaching Kids to Care

Doubletree is one of the fastest growing hotel brands, with over 154 hotels throughout the US, Canada and Latin America. Doubletree carries their “culture of CARE” philosophy into each of their hotel brands. CARE is Doubletree’s commitment to total service quality that equates to brand personality. CARE stands for Caring, Attentive, Responsive and Empowered. In 2002, Doubletree launched a community outreach initiative in all of their locations via the “Teaching Kids to CARE” program with a mission to teach children the importance of giving back in their own communities.

Objective

To increase outreach and awareness of the “Teaching Kids to CARE” program by involving children through environmental education and community tree-planting activities.

The Program

- In April 2004, Doubletree partnered with The Arbor Day Foundation to begin planting trees with children.
 - In the first year, over 100 Doubletree hotel locations each donated 75 Gift Tree seedlings to local schools.
 - Each school that received the donation also received a visit from Doubletree employees for special planting events.
- The tree planting efforts continue today and have evolved into a larger scale program.
 - Over 700 schoolchildren in Miami planted seedlings donated by Doubletree in recycled milk cartons in April 2006.
 - On Arbor Day 2006, Doubletree planted two trees for every online reservation made.
 - Hilton Honors points members can now donate their points to tree-planting efforts.
- Many communication layers supported the program:
 - Full page print ads.
 - Supported online at www.doubletree.com.
 - Video News Releases.

Results

- Since 2004, over 20,000 trees have been planted by Doubletree hotel locations.
- More than 50,000 trees have been sent to hotel guests across the country.
- Millions of media impressions were generated through national coverage on CNN Headline News, in the Miami Herald, and on countless radio stations.



DOUBLETREE®
HOTELS • SUITES • RESORTS • CLUBS



DOUBLETREE HOTELS CELEBRATES
ENVIRONMENTAL EDUCATION.



At DoubleTree, giving back to our communities has always been important to us. That's why we're partnering with The National Arbor Day Foundation® this spring to celebrate the importance of environmental education. DoubleTree Teaching Kids to CARE® program empowers more than 10,000 kids in more than 160 communities across America to Reduce, Reuse and Recycle. It's just one small thing we're doing to help make the world a better place.

For more information about the award-winning DoubleTree Teaching Kids to CARE program, visit www.doubletree.com/teachingkidstocare.



DOUBLETREE®
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re-green America: Book a stay at doubletree.com on National Arbor Day (Friday, April 28th) for any date in the future and we'll donate two trees to The National Arbor Day Foundation for every reservation made.

