



FOR IMMEDIATE RELEASE

Contact: Terry Wills or Ann Kelsey
Wills Communications, Inc
(619) 295-7600

**“WEALTH, WISDOM AND WORK”: THE HILTON WATERFRONT BEACH RESORT
PARTNERS WITH THE PRESERVATION SOCIETY OF HUNTINGTON DOG BEACH**
Charity Partnership and Volunteer Program Launches at Coastal Resort

Huntington Beach, California –To launch the inaugural year of their “Wealth, Wisdom and Work” volunteer campaign, Hilton Waterfront Beach Resort has partnered with a local charity, Preservation Society of Huntington Dog Beach. The partnership was a natural fit, as the resort is one of the only dog-friendly coastal destinations in the area, and a perfect compliment to their **It’s A Wonderful Dog’s Life** leisure package.

“The Hilton Waterfront Beach Resort takes pride in being an active member of our community,” stated JD Shafer, General Manager of the resort. “Our commitment to Preservation Society of Huntington Dog Beach is an example of our ongoing commitment to Surf City, USA and our Wealth, Wisdom and Workplace program is our formal way of managing an organized effort that embraces our philanthropic philosophy.”

This charitable partnership provides numerous benefits to the Preservation Society of Huntington Dog Beach, an organization dedicated to maintaining the mile and a quarter-long Dog Beach and opening more beaches and playgrounds where pets can enjoy freedom and fresh air. The coastal resort has already donated a vehicle to the organization, and the hotel has also committed their management staff to volunteer their time every Saturday and Sunday towards maintaining the beauty of the area, and keeping dog beach’s visitors informed of the rules and regulations. Two managers from the Hilton Waterfront Beach Resort will provide assistance for two hour periods of time both days of every weekend. Hilton Waterfront Beach Resort also helped Dog Beach gain an additional doggie water fountain to quench the thirst of visitors’ four-legged friends, and plans to sell Dog Beach items, such as hats, sweatshirts and doggie bowls, in their gift shop, with proceeds going to the Preservation Society of Huntington Dog Beach.

“Without partners like Hilton Waterfront Beach Resort, our shared vision could never have been realized,” stated Ande Tucker, General Manager of the Preservation Society of Huntington Dog Beach. “The resort has been a huge help in the past with their contributions and their commitment to us in 2009 will make such a difference to locals and visitors alike who want to enjoy our dog-friendly environment. We hope that more local businesses decide to support us like the resort has.”

Hilton Waterfront Beach Resort will continue its commitment to improving the local community through the “Wealth, Wisdom and Work” campaign to the delight of local residents, guests, and their four-legged friends with proceeds from their **It’s A Wonderful Dog’s Life** package going towards the Preservation Society of Huntington Dog Beach as well. To celebrate the partnership and to promote their pet-friendly amenities, the resort is featuring a leisure package where Fido and friends will receive VIP treatment. The **It’s A Wonderful Dog’s Life** package begins at \$387 per night, and includes a special welcome gift, use of a Hilton pet bed, a 20 minute pet walk, two sweatshirts from Huntington Dog Beach, and the standard \$75 pet fee is waived. \$5 of the package price will be donated to the Preservation Society of Huntington Dog Beach so future guests and pets can enjoy some fun in the sun.

-MORE-

Guests interested in booking the **It's A Wonderful Dog's Life Package** at Hilton Waterfront Beach Resort may call (714) 845-8000, or visit www.waterfrontresort.com for more information.

As one of Southern California's most pet-friendly destinations, Hilton Waterfront Beach Resort is proud to partner with the Preservation Society of Huntington Dog Beach as part of the "Wealth, Wisdom and Work" campaign, and will continue to welcome guests and their pets with pet friendly accommodations, policies, and special packages. The coastal resort also plans to host a fundraiser to benefit the Preservation Society of Huntington Dog Beach in late spring, 2009.

About Hilton Waterfront Beach Resort

The Hilton Waterfront Beach Resort is located in Huntington Beach and overlooks 8.5 miles of pristine beaches with panoramic views of the Pacific Ocean. The resort has recently completed a \$10 million renovation and has earned the AAA Four-Diamond rating for 19 consecutive years. Hilton Waterfront Beach Resort is located at 21100 Pacific Coast Highway, Huntington Beach, California. To make room reservations, call 714-845-8000, or visit www.waterfrontbeachresort.hilton.com for more information.

###