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THE WATERFRONT BEACH RESORT ENCOURAGES EMPLOYEES TO GIVE BACK WITH LAUNCH OF NEW CHARITABLE PROGRAM

Surf City Resort Encourages Staff to

Huntington Beach, California (Issue Date, 2011) – The Waterfront Beach Resort in Huntington Beach, Calif., announced today that they have created a new program to support and encourage employees to participate and volunteer their time outside of the workplace. As part of this company-wide charity initiative, The Waterfront Beach Resort has named the new program "Waterfront Heroes for a Cause," giving employees the opportunity to contribute to their favorite cause or non-profit organization. Each month, the resort will chose a different charity based off suggestions from its employees and an extensive selection process. The program is set up so that at any time, employees can send their idea, expressing which charity they'd like to support and why. Requests are then reviewed by the "Blue Energy Committee" and each month one employee's charity of choice will receive the approval to move forward with their event. "In today's world, giving back is more important than ever and here at The Waterfront Beach Resort we are fortunate to have the ability to do so," said Paulette Fischer, the resorts General Manager. "Waterfront Heroes for a Cause" is impactful as it allows our employees to have a voice in who or what they want to help. It gives us the ability to donate to a variety of local and national charities and really spread the wealth."

"Waterfront Heroes for a Cause" kicked off its first event with Best Buddies, an organization their Executive Chef was heavily involved with. The resort donated space for a "Cooking with the Chef Poolside BBQ". In the month of September the space was awarded to two charities working together towards the same goal. The Orangewood Children's Foundation and The Octopus Children's Foundation threw an end of summer extravaganza. October went to the dogs. The preservation of dog beach was awarded the space for an all day dining event at the resorts restaurant, Shades.

"Everyone at the hotel is excited about the new program," says J.D. Shafer, General Manager of the property. "Every day we make an effort to touch hundreds of lives within our community, but with this new initiative we are able to go global with our abilities and efforts and support our staffs through the entire process. We hope that our guests feel motivated to take part in the events our staff has created. This is just one more way we can help to make a difference."

The next event will take place November 20th, and will be in conjunction with SPCA Los Angeles for a doggy brunch on the pool deck, while December will go to Precious Life Shelter.

To find out more about the program and attend one of the resorts charity events, contact Jennifer McLaughlin at The Waterfront Beach Resort.

[About The Waterfront Beach Resort](#)

The Waterfront Beach Resort, a Hilton Hotel 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. The 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.

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