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**Contact information:**

Christopher Wink  
(O) 215-772-1080 ext. 106  
(M) 215-410-8904  
[chris@backonmyfeet.org](mailto:chris@backonmyfeet.org)

**More than 6,500 White Lodging Employees to Wear their Sneakers to Work through Labor Day Weekend for \$5 to Support the Growing Nonprofit, Back on My Feet**

**CHICAGO** -- **White Lodging**, a leading hotel management company, is encouraging their 6,500 plus employees to wear their sneakers to work this Labor Day weekend for a \$5 donation to **Back on My Feet**, the nonprofit that promotes the self-sufficiency of homeless populations by engaging them in running.

The **National White Lodging Sneaker Day to support Back on My Feet** is the start of a new partnership between the two organizations and is expected to raise thousands of dollars, which will be generously matched by **the Beth and Bruce White Family Foundation**.

**Back on My Feet** has chapters in Philadelphia, Baltimore, Washington, D.C., Boston and is launching in Chicago on Sept. 22, 2010. **White Lodging** is headquartered in Merrillville, Ind. and has a large presence in and around Chicago.

The campaign is simple: this Labor Day weekend, all **White Lodging** associates across the country who donate \$5 to Back on My Feet on Friday, Sept. 3rd, will be able to wear their sneakers to work throughout the whole weekend. Participating employees will also receive a **Back on My Feet** wristband to raise awareness and demonstrate their support

"One of Back on My Feet's biggest strengths is that we think outside the box on a variety of levels, including our fundraising," said **Back on My Feet** Founder and President **Anne Mahlum**. "We understand times are tough right now and this campaign allows for companies, like White Lodging, to have some fun with their employees while also generating a very sizable donation for the organization without breaking anybody's bank account."

**Bruce White, Chairman and CEO of White Lodging**, and **David Grissen**, president of the Americas for **Marriott**, a leading partner of White Lodging, have each taken personal interest in Back on My Feet, so they helped organize the fundraising campaign.

"White Lodging is thrilled to partner with Back on My Feet – an organization that is helping build brighter and stronger communities where our associates live and work," said **Dave Sibley**, president and CEO of the Hospitality Management Division at **White Lodging**. "We look forward to being a strong supporter of the organization as it launches in Chicago and cities across the country."

The total funds raised will support more than 35 members completing the six- to nine-month long Back on My Feet program that moving lives forward toward education, jobs and housing opportunities.

“**White Lodging’s** national support of **Back on My Feet** is inspiring.” said **Sandi Maro**, Vice President of Growth and Expansion for **Back on My Feet**. “Their support of our chapter in Chicago – and our growth nationwide – shows the commitment they have to helping Back on My Feet change lives all around the country.”

## **ABOUT BACK ON MY FEET**

**Back on My Feet**, which launched in Philadelphia in 2007, is a nonprofit organization that promotes the self-sufficiency of the homeless population by engaging them in running to build strength, confidence and self-esteem.

Members must run Monday, Wednesday and Friday mornings and must maintain a 90 percent attendance rating in order to move forward in the program and gain access to job training, employment and housing opportunities.

The organization has chapters in Philadelphia, Baltimore, Washington D.C., Boston, will expand to Chicago in September 2010 and in Dallas-Fort Worth, Atlanta and Minneapolis-St. Paul in the first half of 2011.

The organization has received incredible media support, including attention from [NBC Nightly News](#) , [ABC World News](#),[CNN](#),and [The Today Show](#) for its ingenuity in tackling this difficult social issue. In addition to Philadelphia, the organization has chapters in Baltimore, Washington DC and Boston, and will launch in Chicago in September. More information can be found at [www.backonmyfeet.org](http://www.backonmyfeet.org)

## **ABOUT WHITE LODGING**

**White Lodging Services Corporation** was established in 1985 and is headquartered in Merrillville, Indiana. White lodging is a fully integrated hotel ownership, development, and operations company – a recognized leader that has defined and cultivated the ability to achieve consistent, sustainable growth among mid- to large-scale hotels across the country. Their current portfolio consists of hotels in eighteen states and encompasses representation of the following leading brands: Marriott International, Inc., Hilton Worldwide, Hyatt Hotels and Resorts, Starwood Hotels and Resorts, InterContinental Hotel Group, and Carlson Hotels Worldwide

For more information about hotel development, management opportunities, or careers with White Lodging, please visit [www.whitelodging.com](http://www.whitelodging.com) or call 219-769-3267.

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