

## **NEWS RELEASE**

**FOR IMMEDIATE RELEASE**

November 21, 2008

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### **TEE-UP FOR EDUCATION: SIGN-UPS NOW AVAILABLE FOR GOLF TOURNAMENT AT LA COSTA RESORT & SPA ON SUNDAY, JANUARY 25, 2009**

#### **Tournament to be Held Prior to American Lodging Investment Summit; Proceeds go to the California Hotel & Lodging Education Foundation**

**SACRAMENTO, CA** – The California Hotel & Lodging Association (CH&LA) Education Foundation announced today it will host a golf tournament at La Costa Resort & Spa, prior to the ALIS (American Lodging Investment Summit) Conference to be held in San Diego, January 26-28, 2009. Anyone in the hospitality industry is invited to participate including the attendees and sponsors of ALIS.

Reservations are now being accepted for attendees interested in playing at La Costa Resort & Spa which features two PGA Championship 18-hole golf courses and is home to 40 years of PGA Tour events. A round of golf will be \$350 per player or a foursome for \$1,400. Online sign-up is available at [www.calodging.com](http://www.calodging.com).

“We’re excited to host an opportunity for lodging professionals across the nation to meet and network on one of the most beautiful golf courses in California,” said Luis Barrios, President, CH&LA’s Education Foundation. “Participants can also feel good that they’re helping a student achieve his or her education goals as all proceeds will benefit the scholarship program run through CH&LA’s Foundation.”

The tournament also provides multiple sponsorship opportunities for companies wishing to publicize and gain exposure to the thousands of participants expected to attend the conference this year.

#### **About CH&LA**

The California Hotel & Lodging Association (CH&LA) is the largest and most influential state lodging association in the nation and is a Partner State of the American Hotel & Lodging Association. It’s mission is to protect the rights and interests of the California lodging industry. CH&LA’s history of service to California’s lodging industry reaches back to 1893 and has consistently built on the goals and objectives first established, continuing to represent and serve all the unique interests of each segment of California’s diverse lodging industry.

For more information, visit [www.calodging.com](http://www.calodging.com).