



FOR IMMEDIATE RELEASE
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CFHLA's Foundation Distributes Over \$145,000 in Hospitality Student Scholarships and Grants

Orlando, FL – On April 29, 2021, the Central Florida Hotel and Lodging Association (CFHLA), in partnership with the CFHLA Foundation and the support of our members, distributed a grand total of **\$145,448** in Hospitality Student Scholarships and Educational Grants, through the CFHLA Gives program.

This event was held at the JW Marriott Orlando Bonnet Creek Resort & Spa and during this Annual Gives Luncheon, CFHLA proudly awarded 47 Hospitality Student Scholarships and four Educational Grants within the Central Florida community. Furthermore, since 2000, the CFHLA Foundation has awarded over **\$925,000** in Hospitality Student Scholarships, specifically to students who are seeking the opportunity to improve their education and future careers in hospitality.

“While 2020 was an extremely challenging year for the tourism and hospitality community, CFHLA remained dedicated and worked tirelessly to secure monetary donations from our Board of Directors and the entire membership, as well as physical donations for two successful on-line auctions,” said Jesse Martinez, the General Manager of the Alford Inn at Rollins and the Chairman of the Board for CFHLA.



From L to R: CFHLA President/CEO Robert Agrusa, Donna Smithberger, Director of HR at the Caribe Royale Orlando, Dr. Phillips High School Student Javyn Bane' Alexander, and Amaury Piedra, General Manager of the Caribe Royale Orlando

Two of our largest scholarships that were awarded included Freedom High School student Annika Swayze and Dr. Phillips High School student Javynn Baneer Alexander. Annika was awarded a multi-year scholarship to support her studies at Valencia College beginning this fall and Javynn was proudly awarded the seventh consecutive Don and Lorraine Freeberg Foundation "Full-Ride" scholarship, as she attends the UCF Rosen College of Hospitality Management upon graduation.

Lastly, CFHLA awarded several community Hospitality education grants to UCF Rosen College of Hospitality Management, Valencia College (Year 8 of a 10-year \$5,000 grant, totaling \$50,000), Orange County Public Schools (\$4,000 grant to support the annual hospitality and culinary competition), and Wekiva High School (\$948 grant to purchase a mixer and blender for the culinary program). Most importantly CFHLA fulfilled a \$100,000, 10-year commitment of \$10,000 per year to UCF Rosen College of Hospitality Management.



The Central Florida Hotel and Lodging Association's mission is to advance tourism and the community through hospitality. As the world's largest regional lodging association, CFHLA represents approximately 80 percent of the more than 125,500 hotel rooms in Orange, Seminole and Osceola counties, and nearly 500 "supplier" organizations that do business with the hospitality and tourism industries.

For more information on the Central Florida Hotel and Lodging Association, please visit www.cfhla.org.

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