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FOR IMMEDIATE RELEASE:

Silver Hotel Group Strikes Gold in the fight Against Hunger!

Mississauga, Ontario Canada - January 7, 2016 – The statistics are staggering. Each year, over 800,000 Canadians turn to food banks in the month of December. Over 30% are children. Sadly, 15% of the food banks across Canada run out of food each year before the need can be met.

The Silver Hotel Group, in its ongoing commitment to making a difference in each of its hotel communities across Canada, is pleased to announce that their annual “Food For Thought” food drive netted over **6 TONS** of food during the 2 week campaign this past December!

"This is who we are," says Leslie Nelson, Regional Human Resources Manager. "Our corporate culture is built on a foundation of employee engagement, community participation, and charitable giving. It makes us better as a company, it makes us better as people, and it's the right thing to do."

In only its second year, the “Food For Thought” campaign has seen amazing growth and it is expected that the 2016 drive will set record numbers once again. In May, Silver hotels will once again launch its “Denim For The Cure” initiative, funding breast cancer research, and many hotels will participate in the Big Bike Ride for Heart and Stoke in those communities where it is available.

Silver Hotel Group (SHG) is one of Canada's leading privately owned hotel investment, development, and management companies. It has been an active participant in the hospitality industry in Canada and the United States for over 30 years, forming partnerships with many of the world's largest hotel brands, including Starwood, Hilton, Marriott, InterContinental, Carlson and Choice Hotels. The company's portfolio also includes a number of independent boutique hotels.

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