



Official Sponsor of the  
U.S. Olympic and Paralympic Teams

## The Hilton Family of Hotels Lakeshore Foundation Dorm Makeover Fact Sheet

### Background

A proud sponsor of Team USA, The Hilton Family of Hotels and Hilton Hotels & Resorts extended its support to enhance the living facilities at the Lakeshore Foundation, a non-profit organization and official training site for U.S. Olympic and Paralympic athletes. The Foundation, located in Birmingham, Ala., provides sport performance, sports psychology and sport science services for athletes and post-rehabilitation support and mentoring to American servicemen and women who sustained physical injuries. Hilton helped refurbish the Foundation's on-campus housing, creating a more comfortable and welcoming environment for athletes training at the facility.

### Lakeshore Foundation Dorm Makeover Official Unveiling – June 6, 2008

U.S. Paralympic athletes and Hilton Family be hospitable® Ambassadors Carlos Leon and Tatyana McFadden joined Hilton Family representative Meghan Harrigan, Lakeshore Foundation president and Chef de Mission to Team USA for the 2008 Paralympic Games, Jeff Underwood, injured military personnel and military leaders for the official unveiling of the facility's refurbished dorm rooms in Birmingham, Ala. With support from The Hilton Family and Hilton Hotels & Resorts, the Foundation's renovated on-campus housing includes two new residential wings, the Hilton Family Room, a new full-service kitchen and two patio areas allowing for outdoor dining.

### be hospitable® Traveler Program

In conjunction with the Lakeshore Foundation event, The Hilton Family of Hotels also presented its be hospitable® Traveler Program to Lakeshore Foundation athletes, trainers and staff. To help U.S. athletes prepare for Beijing, The Hilton Family is helping to educate U.S. Olympic and Paralympic hopefuls on Chinese customs, culture and etiquette emphasizing the hotelier's three principles of hospitality: awareness, character and thoughtfulness. An online tool supporting the program is available to athletes and general travelers at [www.behospitabletraveler.com](http://www.behospitabletraveler.com).

### About the Hilton Family of Hotels

Hilton Hotels Corporation is a leading global hospitality company, with more than 3,000 hotels and 500,000 rooms in more than 74 countries and territories, including 135,000 team members worldwide. Hilton Family of Hotels operates under founder Conrad Hilton's philosophy of "It has been, and continues to be, our responsibility to fill the earth with the light and warmth of hospitality." The company put a name to its unique brand of service that has made it the best known and most highly regarded hotel company – be hospitable.

Hilton Hotels Corporation is an Official Sponsor of the U.S. Olympic Team, which will extend through the 2010 Olympic and Paralympic Winter Games in Vancouver, the 2012 Olympic and Paralympic Games in London, the 2010/2012 U.S. Paralympic Team and the 2011 U.S. Pan American Team.

The company owns, manages or franchises a hotel portfolio of some of the best known and highly regarded brands, including Hilton®, Conrad®, Doubletree®, Embassy Suites Hotels®, Hampton Inn®, Hampton Inn & Suites®, Hilton Garden Inn®, Hilton Grand Vacations™, Homewood Suites by Hilton®, and The Waldorf=Astoria Collection™ hotels around the world.

For more information about the Hilton Family of Hotels and its U.S. Olympic initiatives, please visit [www.hiltonfamilyofhotels.com/usolympic](http://www.hiltonfamilyofhotels.com/usolympic).

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