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Coast Hotels has kicked off 30 days of giving with its Book a Bed & Give campaign this holiday season

brand encourages guests to join forces to help those less fortunate get a good night's sleep and a good meal by donating to The Salvation Army and having their funds matched

Vancouver, B.C. – Coast Hotels is championing those less fortunate this holiday season with its first Book a Bed & Give campaign. Throughout the month of December guests can add \$2, \$5 or \$10 to their stay, and Coast Hotels will match the funds raised. All funds will go directly to support The Salvation Army's shelter and meal programs because Coast Hotels believes that everyone deserves a good night's sleep and everyone deserves a good meal.

"Coast Hotels has always been a strong supporter of the communities where we do business" said Sarah Kirby Yung, executive director, marketing and communications. "We believe that nothing is more fundamental than shelter and food, and we are proud to team up with our guests to support The Salvation Army's shelter and meal programs" Kirby Yung added.

Guests can make their donation three ways: when making a reservation on coasthotels.com, through the Coast Hotels call centre at 1-800-663-1144 or on property when checking into their hotel.

"Tis the season for giving thanks and we are grateful for Coast Hotels undertaking this campaign" said Lieutenant-Colonel Larry Martin, divisional commander The Salvation Army British Columbia. He advised "Coast shares our philosophy that everybody deserves the dignity and comfort of a good's night sleep and a good meal, and knows how critical these programs are" Martin continued.

what will \$2, \$5 or \$10 buy?

\$2 buys someone in need breakfast

\$5 buys someone in need dinner

\$10 will feed someone in need for a whole day

and every \$30 provides shelter for a night

About Coast Hotels

Coast Hotels is headquartered in Vancouver, British Columbia, with properties throughout British Columbia, Alberta, Northwest Territories, the Yukon, Alaska, California, Oregon and Washington. At Coast, it's the differences that make things interesting. Each one of Coast's hotels is as unique as the cities they're located in, yet they all have something in common: a full-service experience and host of amenities. Visit coasthotels.com or call 1.800.663.1144.

Media Contact

Sarah Kirby Yung

Executive Director, Marketing & Communications

Coast Hotels

t: 604.642.4105

e: s.kirbyyung@coasthotels.com