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Multiculturalism Wins at Coast Hotels Golf Tourney
15th Annual Coast Hotels Shuhachi Naito Golf Classic all about the cause

Vancouver, B.C. - The 15th Annual [Coast Hotels](#) Shuhachi Naito Golf Classic, held July 6 at Tsawwassen Springs Golf Club, raised a phenomenal \$87,000 for charity and a significant amount of those funds will go towards promoting new initiatives championing diversity and inclusion.

Coast Hotels has teamed up with a new, additional recipient of proceeds this year; [S.U.C.C.E.S.S.](#), one of the largest social service agencies in British Columbia, that helps new Canadians settle into their new lives in Canada. The donated funds will support two S.U.C.C.E.S.S. initiatives. The first is a series of community roundtables focused on tackling recent incidents of racial discrimination, taking place in BC and throughout Canada. The goal is to encourage dialogue and citizens to do their part in combating racism. As well, documentary and video vignettes featuring new Canadians from different backgrounds will be produced to further engage communities.

"The funds received from Coast Hotels are much needed to help deliver our new community roundtable dialogues. We are pleased to welcome Coast Hotels as a new supporter of S.U.C.C.E.S.S., and look forward to bringing Canadians together through these programs supporting our values of inclusion and diversity," said Queenie Choo, CEO of S.U.C.C.E.S.S.

As well, Coast Hotels was delighted to again pair with The [ALS Society of BC](#) as an event funds recipient. ALS BC has a personal connection for Coast Hotels, as its former senior executive Shuhachi Naito - after whom the tournament is named - lost his battle to the disease in 2014.

"The donation we receive from Coast Hotels is significant as it represents our largest third-party fundraiser," said Wendy Toyer, Executive Director of the ALS Society of BC. "So many are touched by this disease and we continue to fight the battle to support patients and their families."

Victor Komoda, President of Coast Hotels, said: "Coast Hotels believes we are enriched by our differences. This diversity is evident in our teams and in the guests we welcome to our hotels, and we are proud to reflect this multiculturalism. Enabling our industry come together to support SUCCESS and ALS BC is so rewarding, as these terrific organizations truly reflect who we are."

Coast Hotels is grateful for the generous participation of hospitality industry suppliers, entrepreneurs, and managers.



About Coast Hotels

Coast Hotels offers properties throughout British Columbia, Alberta, Northwest Territories, the Yukon, Alaska, California, Hawaii, Oregon and Washington. Coast owns, manages and franchises properties in cities large and small, as well as resort destinations. As one of North America's growing – and Canada's largest - hotel brands, Coast owes its continued expansion to its commitment to friendly service, great locations and a refreshingly local approach. Visit coasthotels.com for more info. T: @coasthotels.

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