

**FOR IMMEDIATE RELEASE:**

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***The Louisville Hotel Association Announces Partnership with Louisville Tourism  
New Partnership to Provide \$20,000 to the Homeless Outreach Initiative***

**(Louisville, KY) March 28, 2019:** The Louisville Hotel Association is proud to announce their partnership with Louisville Tourism as part of the homeless outreach initiative. This initiative is dedicated to providing homeless relief to the city of Louisville in the year of 2019. Thus far, the Louisville Hotel Association and Louisville Tourism have generously committed \$10,000 each towards the initiative.

"Whether you're a visitor or a local, Louisville has a long-standing history of being a welcoming and inclusive city," says Karen Williams, President & CEO of Louisville Tourism. "This initiative underscores our hospitality industry's commitment to service."

LHA's homeless outreach is part of the organization's new community involvement initiative. "We are in the business of providing our guests with a comfortable, clean, safe place to stay while in our city, yet there are more than 6,000 in our community who are living on the streets," said David Greene, President of LHA and General Manager of the Louisville Marriott Downtown. "Our new initiative is designed to provide improved accommodations and necessities for the homeless in our compassionate community."

With thousands of homeless residents across the city, it is increasingly evident that this concern must be addressed. The newly founded partnership between the Louisville Hotel Association and Louisville Tourism is only the beginning of a city-wide effort. David Greene explained, "It is our hope that the efforts we're making will encourage the members of our community to support us and be inspired to take action towards this problem."

For more information on Louisville Hotel Association or to learn how you can get involved – visit [www.louisvillehotelassociation.org](http://www.louisvillehotelassociation.org).

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**About Louisville Hotel Association**

The mission of the Louisville Hotel Association is to provide value to our membership by serving as a source of information on key industry issues and an advocate on public policy matters impacting the local hotel industry. Louisville Hotel Association is comprised of more than 100 hotels in the metro area, representing more than 20,000 hotel rooms, including almost 6000 downtown. The Louisville hotel industry generates more than \$250M in annual revenue. Hotels are a significant part of the tourism industry, which is the third largest industry in the state, supporting more than 27,000 tourism-related jobs.

