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CONTACT:

Thomas Wingham
Doubletree Media Relations
310.205.3381
thomas_wingham@hilton.com

Laura Kinsman
Cohn & Wolfe
323.251.5949
laura_kinsman@cohnwolfe.com

**700 MIAMI STUDENTS AND DOUBLETREE HOTEL COCONUT GROVE
KICK OFF NATIONWIDE ENVIRONMENTAL EDUCATION CAMPAIGN**

*Doubletree Teaching Kids to CARE® Spring 2006 Initiative Provides 10,000 Students Across America
With Interactive Lessons on Environmental Responsibility*

MIAMI, April 21, 2006 – In an effort to teach kids about the power of environmental education in their own communities, 700 students from Miami’s Silver Bluff Elementary School and volunteers from the Doubletree Hotel Coconut Grove did their part in a special celebration on Thursday, April 20, to care for the community they live in by taking part in a unique, nationwide educational initiative that focuses on the environmental 3 Rs – Reduce, Reuse, Recycle.

As environmental concerns continue to build amongst children and adults of all ages, Doubletree® Hotels is springing into action across America with its Teaching Kids to CARE® community outreach program. In an industry-exclusive relationship with the National Arbor Day Foundation®, Doubletree Hotels have adopted schools and youth organizations in more than 150 communities to inspire and empower a generation of kids to make a lasting and positive environmental impact on their communities.



700 students at Silver Bluff Elementary School in Miami, Fla. pass soil while planting trees on April 20, 2006 to kick off nationwide environmental education initiative in 150 cities this spring, sponsored by Doubletree Hotels and the National Arbor Day Foundation.

"The Teaching Kids To CARE Spring Environmental Education Initiative with The National Arbor Day Foundation will provide a "breath of fresh air" to both adults and kids from their everyday routine, by once again reinforcing ways that we can give back to our communities," said Ronnie Kaiser, senior director – marketing for Doubletree Hotels, who participated in the day’s festivities.



The nationwide program kicked off with a Great Community Tree Celebration at Silver Bluff, just days before National Arbor Day, April 28. Students planted hundreds of indigenous crape myrtle tree seedlings in recyclable milk cartons that can be re-planted in their neighborhoods later this spring.

In addition to beautifying the community, students learned about the positive effects of the environmental 3 Rs by turning collected trash into artistic treasures. The “litter critter” lesson included the creation of a representation of animals in the world negatively impacted by litter. By finding new uses for commonly discarded items, such as water bottles and bottle caps, students visually demonstrated the power of reducing, reusing and recycling. Each creation became an environmental show and tell for both the classroom and the community.



Students at Silver Bluff Elementary School hold trees they planted and give a cheer about trees during Doubletree Teaching Kids to CARE Tree Celebration in Miami, Florida.



Justin Lee age 10, a student at Silver Bluff Elementary School shows off his Preying Mantis "litter critter" made out of recycled material as part of Doubletree Teaching Kids to CARE environmental education program.

These lessons set the tone for more than 10,000 first through fifth graders in 150 communities across North America and Canada who are participating in similar activities through the end of June.

"The benefits of the Teaching Kids to CARE experience we completed today with these young children will continue to grow right along with the tree seedlings themselves," said Evelyn Montalvo, general manager of the Doubletree Hotel Coconut Grove. "Their enthusiasm for helping the environment is contagious and the example they are setting for us at such a young age continues to energize our team here in Miami to continue working with the kids at Silver Bluff Elementary for years to come."

To commemorate National Arbor Day, students at Silver Bluff Elementary also planted two mature Crape Myrtle trees with Kevin Sander, corporate marketing director for the National Arbor Day Foundation, to create a lasting reminder of the school's shared vision with Doubletree to continually encourage students to do their part to help the environment.

"We are proud to work with Doubletree and their Teaching Kids to CARE spring initiative for the third consecutive year.

Their involvement with schools across America has played a pivotal role in educating children about caring for their community and understanding the importance of a clean and healthy environment," said Sander. "A whole new generation of children will truly understand their important role in enhancing and improving the sustainability of our earth's resources for years to come."

For more information about the Doubletree Teaching Kids to CARE program, visit our website at www.doubletree.com/teachingkidstocare.

NOTE TO EDITORS: For more information on the Teaching Kids to CARE events happening in your communities from now through June 30, please call Thomas Wingham at 310.205.3381 or Laura Kinsman at 310.967.2900.



Christina Romero, age 7 a student at Silver Bluff Elementary School shows off her Spruce tree she planted in a milk carton decorated during Doubletree Teaching Kids to CARE national kick-off event in Miami, Florida.

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