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STUDENTS ACROSS AMERICA “THINK TREES” ON NATIONAL ARBOR DAY

*From Santa Barbara to Houston and 150 Cities Nationwide, Doubletree Hotels And 10,000 Kids
Commemorate Oldest Environmental Holiday With Back-to-Back Tree-Butes*

BEVERLY HILLS, Calif., April 27, 2007 – More than one third (37 percent) of kids rank trees as their favorite part of the environment – making the need to “think trees” the coolest thing this spring, according to the 2006 Doubletree CAREing About America survey. As environmental concerns continue to mount, Doubletree Hotels is springing into action with its Teaching Kids to CARE program in partnership with the National Arbor Day Foundation®, to inspire and empower a generation of kids to preserve their beloved trees and to make a lasting and positive environmental impact on their communities.

Now in its fifth year, the Teaching Kids to CARE spring initiative will help educate 10,000 elementary school students in 150 communities in the U.S. and Canada about the important role of trees in our everyday lives and the many benefits they provide.

Today, more than 800 grade school students at Pilgrim Elementary School in Houston will create a human forest of thought by displaying a Great Caring Community Forest of hand-made “tree-butes” to celebrate the 135th Anniversary of National Arbor Day. The Doubletree Guest Suites Houston not only will present 800 seedling trees to each student, they also will commemorate the special day by presenting the first two semi-mature trees to plant at their new school campus this Fall.

On Wednesday, April 25th, the entire second grade from Vieja Valley School in Santa Barbara kicked off the week of events by planting seedling trees with local city officials – digging into an interactive lesson on the importance of trees and the benefits of environmental conservation. These celebrations are just a sample of the 150 community events that are taking place as part of this nationwide environmental education campaign.

“Children are often the forgotten piece of the puzzle in the fight to care for the environment,” said Dave Horton, senior vice president, brand management for Doubletree Hotels. “By empowering and educating them at a young age through our Doubletree Teaching Kids to CARE program, a new generation has learned ways to preserve the planet’s precious resources and make a positive impact for years to come.”



Doubletree Hotels – with help from The National Arbor Day Foundation – is developing and providing lesson plans and resources to participating schools to teach children about the importance of caring for the environment and simple ways they can show they care every day. For the past several weeks, students have worked hand in hand with their teachers and local Doubletree hotel team members to “think trees.” With tree lessons learned, creative imaginations and art supplies in hand, students are decorating their own Caring Community Tree to express why they care about trees.

Ultimately, the kids' trees are brought together to create a Great Caring Community Forest – making the connection between preservation and activation. As part of this exercise, each participating student will be supplied with a tree seedling indigenous to their area and a forest green “Think Trees” ribbon to wear in a nationwide celebration of National Arbor Day.

Arbor Day began in Nebraska on April 10, 1872, when the State Board of Agriculture accepted a resolution from pioneer J. Sterling Morton “to set aside a day to plant trees, both forest and fruit.” More than one million trees were planted on the first Arbor Day, and Morton became known as the official founder. Shortly after this 1872 observance, other states passed legislation to observe Arbor Day each year with appropriate ceremonies. By 1920 more than 45 states and territorial possessions were celebrating Arbor Day. Today, Arbor Day is celebrated in all 50 states on the last Friday in April.



Second graders from Vieja Valley School in Santa Barbara, Calif., plant seedlings and pledge environmental care as part of Doubletree Hotels' "Teaching Kids to CARE" program on Wednesday, April 25, 2007. This kicks off an exclusive relationship with The National Arbor Day Foundation in which elementary school students will plant over 10,000 tree seedlings across North America. This is in celebration of the 135th anniversary of National Arbor Day this Friday, April 27th.

“The Teaching Kids to CARE program has played a pivotal role in educating children about caring for their community and understanding the importance of a clean and healthy environment,” said Kevin Sander, corporate marketing director for the National Arbor Day Foundation. “We are truly honored that thousands of kids at grade schools across America, adopted by our friends at Doubletree, are coming together to create the ultimate forest green ribbon tree-bute to commemorate this time-honored holiday.”

Founded in 2002, Teaching Kids to CARE is a community-based outreach initiative that has connected local Doubletree hotels with local elementary schools and youth groups to educate children about caring for their community and the environment.

Additional information about the everyday importance of trees and Doubletree's Teaching Kids to CARE spring initiative can be found at www.doubletree.com/teachingkidstocare.

About the Doubletree “Caring About America” Survey

The Doubletree “Caring About America” Survey was conducted in March 2006 by Kelton Research. The survey polled 400 parents and 400 pre-teen (ages six to 11-years old) across the U.S. to learn more about the attitudes of parents and kids on the environment and taking care of it.

About The National Arbor Day Foundation

The National Arbor Day Foundation is the largest nonprofit tree-planting organization in the country. Since its beginning in 1972, The National Arbor Day Foundation strives to teach elementary school students about the importance of trees; to replant trees in America's national forests that have been damaged by fire, insect or disease; to work with organizations to preserve rain forest land; and to provide a wide range of opportunities for continuing education and development to professionals and laymen, with regional tree- and community- related seminars and conferences. For more information, visit www.arborday.org.

About Doubletree Hotels

With a growing collection of contemporary, upscale accommodations in more than 160 gateway cities, metropolitan areas and vacation destinations throughout the U.S., Canada and Latin America, Doubletree Hotels, Guest Suites and Resorts are distinctively designed properties that provide true comfort to today's business and leisure travelers. From the millions of delighted hotel guests who are welcomed with the brand's legendary, warm chocolate chip cookies at check-in to the advantages of the award-winning Hilton HHonors® guest reward program, each Doubletree guest receives a satisfying stay wherever their travels take them. To make reservations at any Doubletree hotel, travelers can visit our website at www.doubletree.com, contact their preferred travel professional or call 1-800-222-TREE in the U.S. and Canada.

