



**For Immediate Release**

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**THE GOOD NIGHT FOUNDATION: NEW PHILANTHROPIC HOSPITALITY  
EFFORT INSPIRED BY THE CLINTON GLOBAL INITIATIVE**

**October 1, 2007, SAN FRANCISCO** – The Good Night Foundation® announced its formation Friday at the Clinton Global Initiative Annual Meeting in New York City. The Good Night Foundation is a new and innovative non-profit organization created by an award-winning hotelier and a lifestyle media publisher. With the generosity of caring hotel guests, The Good Night Foundation will raise funds to support local and worldwide programs focused on health, education, environment and poverty alleviation. To expand its effort worldwide, the foundation established a partnership with the leading hotel organization, Small Luxury Hotels of the World (SLH), and many of its hotel members. Anticipated start of the program is January 2008.

The Good Night Foundation is the brainchild of Mike Freed, co-founder and managing partner of Passport Resorts LLC and creator of Post Ranch Inn in Big Sur, California; and Jack Theimer, president of The Theimer Group, chief executive officer of HPJ Media Ventures and Clinton Global Initiative member. As leaders in their respective fields of acclaimed resorts and lifestyle media, they believe that the hospitality environment offers a unique nexus for travelers to assist meaningfully in the betterment of the destinations they visit and enjoy, as well as the global environment and community-at-large. Through the establishment of the foundation, Freed and Theimer are building on the vision of the Clinton Global Initiative, a non-partisan catalyst for action that brings together global leaders to devise and implement solutions to some of the world's most pressing challenges. Launched in 2005, the Clinton Global Initiative currently has over 570 commitments, worth \$10 billion dollars and involving more than 1,000 organizations, affecting positive change in 100 countries ([www.clintonglobalinitiative.org](http://www.clintonglobalinitiative.org)).

"The hospitality industry can play an important part in helping people and communities around the world," says Mike Freed, co-founder of The Good Night

Foundation. "The relationship is a natural. As visitors travel the globe and gain a better appreciation for its people and places, they feel a new affinity for destinations and wish to help. The Good Night Foundation provides a means for visitors to contribute, by assembling small donations from a large group of guests that in total have the power to generate significant financial support and benefit worldwide."

"Because such a little personal contribution will have such a big impact, we think guests will be more than happy to contribute," says Jack Theimer, co-founder. "Thinking further how to maximize the potential and scope of The Good Night Foundation, Small Luxury Hotels of the World was an obvious choice for an exclusive partnership. Small Luxury Hotels not only shares our vision of positive, responsible tourism and its potential for making a difference, but its member hotels and guests strengthen the foundation and reach of the program."

Inspired by the principles of the Clinton Global Initiative, The Good Night Foundation will work with leading hoteliers to raise funds to help make all parts of the world safe, healthy and desirable places to live and visit. To achieve this, a four dollar (USD) charitable donation is added to each guest's nightly bill. The foundation uses three dollars for programs of global scope, focusing on health, education, environment and alleviating poverty. The fourth dollar is donated to a local charity selected by the participating hotel, ensuring that nearby community benefits as well from guests' donations. Guests who do not wish to participate may opt out.

"We are honored that Small Luxury Hotels of the World has been invited as the exclusive hotel partner in The Good Night Foundation," commented Paul Kerr, Joint Managing Director of Small Luxury Hotels of the World and board member of The Good Night Foundation. "We view this partnership as an excellent extension of SLH's 'Caring Luxury' initiative, which is our commitment to responsible tourism. By practicing Caring Luxury our hotels help maximize the positive effects of tourism and protect and enhance opportunities for the future. We look forward to working with The Good Night Foundation to help make a difference to people's lives," Kerr added.

The Good Night Foundation's funds will support a variety of causes, such as: providing AIDS care and treatment via the Clinton HIV/AIDS Initiative; funding research and oversight to the world's oceans via Oceana; fighting childhood obesity and teaching children healthy eating habits through the Alliance for a Healthier Generation; providing access to quality education and basic healthcare for children in Uganda through the Arlington Academy of Hope; and working to alleviate poverty by fostering entrepreneurship, job creation and management training in emerging markets via Endeavor.

“The Good Night Foundation promotes responsible tourism. We’re thrilled to offer travelers and hotels the opportunity to contribute in a meaningful way to the improvement of our communities and environment,” concludes Molly Erker, executive director of The Good Night Foundation.

### **About The Good Night Foundation**

Founded in September 2007 and based in San Francisco, The Good Night Foundation® ([www.goodnightfoundation.org](http://www.goodnightfoundation.org)) is a non-profit organization with the mission to support programs that focus on health, education, environment and the alleviation of poverty in its effort to make the world safer and healthier with desirable places to live and visit. Inspired by the principles of the Clinton Global Initiative, and partnering with Small Luxury Hotels of the World, The Good Night Foundation is a pioneer in a new wave of hotel philanthropy.

### **About Passport Resorts**

Based in San Francisco, California, Passport Resorts LLC ([www.passportresorts.com](http://www.passportresorts.com)) is internationally known for developing and operating award-winning resorts that promote environmental and social responsibility, support sustainable development, and offer a luxurious and soulful guest experience. Passport Resorts currently manages Post Ranch Inn in Big Sur, California; Jean-Michel Cousteau Fiji Islands Resort; Hotel Hōna-Maui & Honua Spa in Hawaii; Sea Ranch Lodge on California's Sonoma Coast; and, opening in May 2008, Cavallo Point – The Lodge at the Golden Gate. All projects share a reverence for the land, community and local culture. Each resort is recognized, not only in the hospitality trade industry, but in the consumer market as well, where they continue to be highly rated in the leading leisure travel publications' annual Readers' Choice polls and awards.

### **About HPJ Media Ventures**

HPJ Media Ventures ([www.hpjmedia.com](http://www.hpjmedia.com)) is a multimedia investment firm founded by Brent Magid in 2000. HPJ Media's holdings include on-line and print media throughout the western United States, including *Aspen Sojourner*, *Sun Valley Magazine*, *Vail/Beaver Creek Magazine*, *Santa Fean* and *Park City Magazine*.

### **About Small Luxury Hotels of the World**

Small Luxury Hotels of the World ([www.slh.com](http://www.slh.com)) is an unrivalled collection of over 400 independent hotels in more than 65 countries, offering an infinite variety of exceptional guest experiences. Each exclusive property boasts a unique character and charm, all the while committing to a single standard of excellence, guaranteeing guests an unsurpassed level of quality, service and luxury.

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