

**CARIBBEAN HOTEL ASSOCIATION EDUCATION FOUNDATION  
&  
VIRGIN HOLIDAYS  
SALUTE**

**MAXINE PIERRE**

who is heading off to **Florida International University**  
to study for her  
**B.Sc. in International Tourism & Hospitality Management**

**Virgin Holidays** have partnered with CHA **Education Foundation** for many years, offering Caribbean students an incredible opportunity to receive US \$30,000.00 tuition fees, paid over 3 years of study.

**Virgin Holidays** passionately believes that sustainability comes from giving-back to the islands it offers vacations in. **Virgin Holidays** believe it is '*better to teach a man to fish than give him fish*' and this principle is best shown in the CHA **Education Foundation / Virgin Holidays annual scholarship award**.

Past winners have come from Dominica, Trinidad & St. Lucia – all are eternally grateful to have received an opportunity to develop their knowledge and experience enabling them to return to the region and pump fresh ideas and skills into our dynamic hospitality & tourism industry.

Maxine is passionate about the natural wonders & rich cultural history of Grenada that she feels are under-exposed and in need of development and clear marketing initiatives. Maxine plans to return and develop the 'other side' of Grenada for Grenadians and tourists to enjoy.

"We are delighted to award this scholarship to Maxine and hope that she will develop skills and experience which will allow her to come back to the Caribbean and fulfil her goal to become a strong voice for the future of the Grenadian hospitality and tourism industry" **Jonathan Winfield, Responsible Business Executive, Virgin Holidays**

**BACKGROUND INFORMATION**

The Caribbean Hotel Association **Education Foundation** was established in 1987 as a non-profit organization, through which scholarships and special assistance would be made available for the education of Caribbean hotel industry personnel and Caribbean students pursuing tourism & hospitality

careers. As part of its mission, the Foundation provides people throughout the Caribbean region with an awareness of the industry's varied career opportunities, as well as technical and professional development.

Today, the CHA **Education Foundation** administers one of the largest scholarship programs available in the Caribbean Hospitality Industry. Funds for these scholarships and grants are generated from corporate sponsorship, benefit auctions and benefit golf tournaments, in addition to the ongoing generous support from **Virgin Holidays**. We also encourage the co-sponsorship of scholarships through Business's from the Caribbean, Island Hotel Associations and individual Resort sponsorship.



Virgin Holidays was the first private organization to establish a corporate scholarship program through the Foundation. Initially supporting Virgin Atlantic routes, **Virgin Holidays** has been selling holidays since 1985. The operator has gone from strength to strength and expanded to offer holidays worldwide.

Virgin Holidays is committed to doing business the Virgin way and that means taking care of everyone and everything that matters to our business in the long run. We've pledged that the next ten years' profits from the entire Virgin Travel Group – including Virgin Holidays, Virgin Trains and Virgin Atlantic – will be invested in companies who are developing low carbon products and energy sources. This could be as much as US \$3 billion!

In addition, Virgin Holidays has a long term interest in the further economic development of the Caribbean and is proud to be able to support this successful programme which will empower young people to be able to take a leading role in the region's tourism industry.

For more information please visit our website at:  
[www.caribbeanhotelassociation.com/CHAEFAbout.html](http://www.caribbeanhotelassociation.com/CHAEFAbout.html)