



CARIBBEAN
HOTEL
ASSOCIATION
EDUCATION FOUNDATION

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**CALL TO ACTION FOR CARIBBEAN HOSPITALITY EMPLOYEES, PROFESSORS, AND STUDENTS
~ CHA Education Foundation's 2008 Scholarship Program Opens ~**

SAN JUAN, Puerto Rico (January 3, 2008) – The Caribbean Hotel Association Education Foundation (CHAEF), the non-profit subsidiary of the Caribbean Hotel Association (CHA), announced the launch of its 2008/2009 Scholarship Program for Caribbean hospitality employees, educators, and students wishing to pursue studies or professional development courses related to the tourism industry. This year, the Foundation introduces a new online mentoring resource for applicants. Sponsored by Virgin Holidays, the mentoring program facilitates a system through which past and current beneficiaries of the Foundation provide advice and encouragement to people considering applying for a scholarship or grant from CHAEF. "CHAEF mentors can harness their experience to help others to make more informed decisions about education and career prospects," observed Jonathan Winfield, Responsible Business Executive at Virgin Holidays. Scholarship application forms, application guidelines, a list of mentors, and additional information about the CHA Education Foundation are now available on the CHF website at www.caribbeanhotelfoundation.org. Application deadline is March 15, 2008.

The CHAEF offers awards ranging from US \$500 to US \$5,000, available to worthy applicants who demonstrate a strong commitment to the industry and the potential for future success. Further, corporate awards sponsored by private entities include the Virgin Holidays Tourism Management Scholarship of US \$10,000 a year for three years. Likewise, Johnson & Wales University, Miami Campus, offers two scholarships worth \$5,000 each for four years, while Interval International offers two scholarship of US \$7,000 each.

Requirements to apply for the CHF Scholarship Program includes being a Caribbean national, having a high school (or equivalent secondary school) degree, pursuing a tourism-related educational degree – and demonstrated financial need, among others.

In 2007, CHAEF awarded 26 academic scholarships totaling US\$86,500 to promising Caribbean students and industry professionals from 13 Caribbean islands. Applications were received from candidates across the region, with a wide variety of educational interests and industry backgrounds. Among the successful candidates were high school graduates pursuing associate and bachelor degrees in tourism and hospitality, hotel personnel committed to their professional development, and tourism and hospitality university graduates looking forward to advanced degrees and certifications.

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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 students pursuing hotel 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. Since 1987, the Foundation has awarded close to US\$1 million in scholarships and grants to applicants who demonstrate a strong commitment to the hotel and tourism industry.

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About the Caribbean Hotel Association – www.caribbeanhotelassociation.com

The Caribbean Hotel Association is dedicated to excellence in hospitality, leadership in marketing, and sustainable growth in tourism, to the benefit of its membership and that of the wider Caribbean community. It aims to be a regional forum that will advance the Caribbean hotel and tourism industry. The members of CHA represent the entire spectrum of hospitality industry's private sector, from 835 member hotels representing some 127,000 hotel rooms in 36 national hotel associations, to 520 allied members including airline executives, tour operators, travel agents, trade and consumer press, hotel and restaurant suppliers, and others.



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