



Hope for future: Telethon 2010 - 2011

"Last year, staff of Hotel Presidente went further in its support of Telethon and started a campaign called "8 hours of love for Telethon" A collection of ₡1.500 000 was made which was doubled by The Hotel Presidente"

Last year the staff of the Presidente Hotel decided to go deeper in knowing more about Telethon and in to support it, visualizing the important work that Active 20-30 Club does, which has focused, during the last years, in helping to address the needs of the Children's Hospital, raising the goal of building a modern Tower of Critical Care, called the *Hospital de las Sonrisas*. Last year's the goal was to collect ₡500,000,000 colones to support the areas of gastroenterology, pneumonia, and neurology; areas of vital importance to the hospital, so they need advanced specialized equipment.

Aware of its value and of our personal responsibility, an internal campaign called "8 hours of love for Telethon", was organized by the staff, which took place in the facilities of the hotel on August 4th and 5th, where it was presented with the assistance of Ms. Ingrid Bermúdez coordinator of scheduled donations for Telethon, which involve donating a day of work for Telethon, deducting from the payroll one hour every fifteen days during the following 8 fortnights. The support given to the project was very successful, exceeding all the estimates, and making the real collection projection to December be of ₡1,500,000 colones.

That same day, a sale of promotional items of Telethon was made, for a total of ₡135,000 colones. Added to this effort from the staff, the Board of the Hotel, not only gave us the support for the project, but also pledged to match the amount raised by the staff, and sponsoring the hosting of a little star child from now to December, so that he/she can attend the different activities prior to the Telethon event, which will be held on December 3rd and 4th in the *Palacio de los Deportes* facilities.

This year's goal is to collect ₡550 000.000 colones to support the areas of neonatal intensive care and what they need is the equipment units for this area-

The staff of Hotel Presidente will give, "11 hours of love for Telethon" and a collection of ₡1.427.000 is estimated, which be doubled by The Hotel Presidente.

A man is ennobled more than ever when he kneels to help a child!