



DON and LORRAINE FREEBERG FOUNDATION

FOR IMMEDIATE RELEASE

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ORLANDO, Fla. – The California-based Don and Lorraine Freeberg Foundation recently pledged \$3 million to support the expansion efforts of the Give Kids The World Village, based in Kissimmee, FL.

On Monday, Feb. 10, 2014, Shirley Hough, president and CEO of Sierra Land Group, Inc., along with the foundation’s board of directors, presented Pamela Landwirth, president of Give Kids The World, a check for \$1 million, along with the commitment of an additional \$2 million over the next two years. The Freeberg Foundation funds will be used to sponsor the 13,000-square-foot, multi-purpose, entertainment-show room section of its new Towne Hall that will house the food service and entertainment components for the entire Give Kids The World Village.

In 2013, the Freeberg Foundation donated \$380,000 to Give Kids The World Village to fund the construction of two brand-new villas. Employees of its three Orlando hotels have also raised an additional \$100,000 through various fundraising activities, which was used to refurbish the villas they adopted.

“On behalf of the Freeberg Foundation and our three Orlando properties, we are honored to continue our partnership with Give Kids The World Village to help make a difference in the lives of children with life-threatening illnesses,” said Hough. “And we appreciate the efforts of our employees who have supported the Village for the past five years, which is how we learned about this outstanding organization.”

Founded in 1989, Give Kids The World Village is a 70-acre resort with 146 villa accommodations, entertainment attractions and whimsical venues specifically designed for children with special needs. With the help of many generous individuals, corporations and wish-granting organizations, Give Kids The World has welcomed more than 125,000 families from all 50 states and 75 countries, and continues to expand in order to accommodate more families annually.

The Don and Lorraine Freeberg Foundation was established by the late Don Freeberg, the founder of Sierra Land Group, based in Glendale, CA. Sierra Land Group, Inc. owns and manages three all-suite hotels in Orlando, FL: the Caribe Royale All-Suite Hotel and Convention Center, Buena Vista Suites and the Embassy Suites Orlando – Lake Buena Vista South.

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