



HOTEL ASSOCIATION OF CANADA  
ASSOCIATION DES HÔTELS DU CANADA

## NEWS RELEASE

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**For Immediate Release:**

### **Military Families Honoured by Canadian Hotels**

*June 2, 2009, Ottawa* -- The Hotel Association of Canada (HAC) is pleased to announce that more than 600 hotels nationwide are now participating in the Military Family Appreciation Program. Developed in 2008 in conjunction with the Department of National Defence, the Military Family Appreciation Program is a show of support by the Canadian lodging industry to Canada's Regular and Reserve Forces Members and their families.

“With June 1<sup>st</sup> -7<sup>th</sup> designated as National Tourism Week we feel this is an excellent opportunity to highlight the industry’s support of our Troops and their families,” said Tony Pollard, HAC President. “What better way to celebrate the diversity of destinations in our country than by celebrating those who protect and defend it.”

At the program’s initial launch in March 2008, the now retired Chief of Defence Staff General Rick Hillier applauded the program stating, “I thank all Canadians who have honoured our sailors, soldiers, airmen and airwomen and their families, letting them know that Canadians appreciate their commitment and dedication to their country. The Military Family Appreciation Program launched by the Hotel Association of Canada will inspire the Canadian Forces family, and indeed recognizes their service to Canada.”

The program is delivered through the CANEX Discount Program (CDP). When making bookings the Canadian Forces will request the "Support our Troops" leisure travel rate and will present their military identification upon checking in. For more information please visit [www.hotelassociation.ca](http://www.hotelassociation.ca) and click the “Programs/Services” link.

The Hotel Association of Canada (HAC) is a professional industry association representing the lodging industry in Canada. Its membership encompasses the provincial and territorial hotel associations, the corporate hotel chains, independent hotels, motels and resorts and the many suppliers to the hotel industry. HAC’s objective is to assist both its national and international members as they endeavor to enhance their competitiveness and achieve their bottom line.

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