

## Turtle Bay Resort Launches Literacy Initiative



**Pictured left to right:** Fran Corcoran, Branch Manager of Kahuku Public and School Library; Abid Butt, vice-president and general manager, Turtle Bay Resort.

**NORTH SHORE, OAHU, HI (March 17, 2006)** — Turtle Bay Resort kicked off its ‘Hometown Hospitality’ literacy program with the resort’s first annual Seafood Festival. Turtle Bay Resort presented the Friends of the Library - Kahuku with a check for \$11,425. The funds are the result of the Seafood Festival, an event that included a silent auction designed to raise funds for and establish the Kahuku Library Book Mobile. The money will go towards purchase and operation of a book mobile servicing Oahu’s North Shore communities from Ka‘a‘awa to Sunset Beach.

Abid Butt, Vice President and General Manager of Turtle Bay Resort, said, “We are extremely pleased with the results of the inaugural event of our ‘Hometown Hospitality’ literacy program and what it represents as far as getting the Kahuku Library Book Mobile project rolling. We continue to be dedicated to fostering community wellness here on the North Shore.”

The Seafood Festival occurred on November 18 and 19, 2005 and featured a heated cook-off among five of the North Shore shrimp trucks; a “Grand Seafood Invitational” with live jazz; and a silent auction, which included the opportunity to bid on a guitar and ukulele autographed by legendary Grammy-award winning Kahuku High School graduate Jack Johnson.

“It has been such a blessing to have Turtle Bay Resort take the initiative to see our dreams of a North Shore Book Mobile beginning to take shape,” said Fran Corcoran, Branch Manager of Kahuku Public and School Library.

Hometown Hospitality initiatives advance the philanthropic endeavors of Benchmark Hospitality International and Turtle Bay Resort through employee volunteer programs, in-kind donations, and community outreach activities.

Fueled by a certainty that literacy is the foundation to a brighter future and improves the quality of life for everyone in the community, and as part of the company's 25 Year Anniversary celebration, Benchmark Hospitality International is actively championing Literacy at the local level through its properties located world-wide. Local community literacy activities include involvement with school programs, children's reading and tutorial initiatives, English as a Second Language classes for adults (which Turtle Bay Resort provides for employees as well), book drives, active support of libraries, and many other literacy-focused programs.

As part of its ongoing commitment to community giving and in conjunction with Benchmark's 25th Anniversary celebration, Turtle Bay Resort is championing the company's unified drive toward literacy.

Turtle Bay Resort is the second-largest employer on the North Shore, employing more than 500 people. The resort has been a mainstay of the region's economy for more than 33 years. It recently underwent a \$60 million renovation of its guestrooms, public areas and golf courses and is now consistently rated as one of the top resorts in the Asia-Pacific region.

Turtle Bay Resort is managed by Benchmark Hospitality International, an independent hospitality management company based in The Woodlands (Houston), Texas. Benchmark operates resorts, conference centers and hotels both domestically and internationally. For locations of Benchmark Hospitality International properties and for additional information, visit Benchmark's Website at [www.benchmarkhospitality.com](http://www.benchmarkhospitality.com).

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