

Protea Hotels makes dreams come true

For children with life-threatening illnesses, daily life is quite a challenge. With this in mind, the Reach for a Dream Foundation adds love, happiness and laughter to their lives by allowing seriously ill children to experience their dreams. It may involve arranging a helicopter ride for an aspirant pilot, or a visit to an aquarium for a little one with a love of animals.



Whatever it takes to bring some joy into the lives of these children entails money, and Protea Hotels has taken up the challenge to help make these children's dreams come true.

"In our latest support for Reach for a Dream, Protea Hotels recently arranged a golf day with a difference - geared to raise funds for the organisation," explains Nicholas Barenblatt, Group Marketing Manager for Protea Hotels, which is part of Marriott International. "The success of the initiative is clear: we have handed over R134 000 to the organisation, a sum substantial enough to make a number of dreams come true!"

Protea Hotels invited their corporate and travel trade clients to join in by buying 4-balls. Corporates contributed further at an auction held at the end of the day during the prize-giving by 'buying' activities to fulfil the actual dreams voiced by ill children.

"What made this golf day unique is the format we chose. We decided not to go for the usual kind of corporate golf day so that we could give our clients a fun, different experience," says Nicholas. Held at the Number 1 golf venue in the Western Cape, the African Pride Arabella Hotel & Spa, the theme of the day was 'Around the World in 18 Holes'. 18 Protea and African Pride Hotels were involved, with each one sponsoring one hole and theming it around a particular country. The food and beverages typical of that country were served at the hole, making for a virtual world tour for the golfers!

"We are thrilled by the commitment to this cause that we saw from our clients and participating hotels. Thanks to them all for the wonderful contributions they have made to bringing hope and happiness into the lives of these children," Nicholas concludes.