

**Hyatt and Historically Black Colleges and Universities – Hospitality Management Consortium Team up for a Common Cause**  
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*Hyatt Hotels Summer Bridge Program helps high school students with future careers*

Hyatt Hotels Corporation and Historically Black Colleges and Universities – Hospitality Management Consortium (HBCU-HM Consortium) announced today the launch of Hyatt Hotels Summer Bridge Program for High School Students, a new program aimed at educating aspiring teens on future careers in hospitality and tourism.

Five HBCU universities will host 20 to 25 selected students at their respective campuses for a week long Hospitality Management program, funded by a Hyatt affiliate. Students will have the opportunity to visit local hospitality businesses, listen to industry professionals, learn about the university and its offerings, and participate in hands-on activities that will further educate them on this specialized field.

“We are proud of our strong, longstanding relationship with the HBCU Hospitality Consortium, and the launch of the Summer Bridge Program enhances and validates our commitment to the community and to these schools,” said Sal Mendoza, Vice President of Global Diversity & Inclusion for Hyatt Hotels & Resorts.

“HBCU has long been about arming local community members with the resources they need for success, and we believe the Hyatt Hotels Summer Bridge Program will do just that,” said Dr. Deanne Williams, HBCU-HM Consortium President. “This program will be hands-on, interactive and invigorating, while demonstrating to these students the many opportunities available to them in the hospitality and tourism field.”

The following universities will be participating in the Hyatt Hotels Summer Bridge Program:

- Virginia State University: Program begins June 20th
- University of Maryland, Eastern Shore: Program begins June 27th
- Tuskegee University: Program begins June 20th
- Delaware State University: Program begins June 20th
- North Carolina, Central University: Program begins June 20

“We trust that the Summer Bridge Program will provide a platform for our youth to explore a career in Hospitality Management at one of these reputable HBCU institutions,” said Mendoza. “It is our hope that these students will become future associates at Hyatt hotels and resorts around the world.”

### **About HBCU**

The HBCU-HM Consortium was organized in the mid-eighties to provide a medium of exchange among directors and faculty members of Historically and Predominantly Black Colleges and Universities who offer Hospitality and Tourism Management Programs. The members meet twice a year to receive relevant and pertinent information about the industry. The organization also serves as the liaison between industry and the students enrolled in programs. In 1995, the peer reviewed research Journal was started. It is published twice a year and is listed in Cabell Publications, Ebsco and Blackwell Publishers and Cengage Publications.

### **About Hyatt Hotels Corporation**

**Hyatt Hotels Corporation**, headquartered in Chicago, is a leading global hospitality company with a proud heritage of making guests feel more than welcome. Thousands of members of the Hyatt family in 45 countries strive to make a difference in the lives of the guests they encounter every day by providing authentic hospitality. The Company's subsidiaries manage, franchise, own and develop hotels and resorts under the **Hyatt®**, **Park Hyatt®**, **Andaz®**, **Grand Hyatt®**, **Hyatt Regency®**, **Hyatt Place®** and **Hyatt Summerfield Suites®** brand names and have locations on six continents. **Hyatt Residential Group, Inc.**, a **Hyatt Hotels Corporation** subsidiary, develops, operates, markets or licenses as **Hyatt Residences™**

and **Hyatt Vacation Club®**, which is changing its name to **Hyatt Residence Club™**. As of March 31, 2011, the Company's worldwide portfolio consisted of 451 properties in 43 countries. For more information, please visit [www.hyatt.com](http://www.hyatt.com).

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Contact:

Hyatt Hotels & Resorts  
Jamie Zimmerman, (312) 780-6070  
[jamie.zimmerman@hyatt.com](mailto:jamie.zimmerman@hyatt.com)

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