



News Release

FOR IMMEDIATE RELEASE

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Employees of Chanhassen-Based Northcott Hospitality Mobilize To Support “Feed My Starving Children” Humanitarian Relief Initiative

Employee Teams Prepare Approximately 90,000 Meal Servings As Part of “Northcott Cares” Corporate Outreach

CHANHASSEN, MN. (August 17, 2011)---- Corporate employees of [Northcott Hospitality](#), an expanding national hotel and restaurant company headquartered here, mobilized during the past week to prepare approximately 90,000 meal servings in support of the humanitarian relief initiatives of [“Feed My Starving Children”](#).

Working in morning or afternoon shifts at the Chanhassen office of [“Feed My Starving Children”](#), 33 Northcott employees teamed up to prepare meal packs that are specially formulated for extremely malnourished children and adults who are too sick or weak to eat normal meals. The meals will be distributed in partnership with [Convoy of Hope](#) including destinations in the famine ravished areas of Africa.

“This voluntary charitable outreach is a tangible example of the overall culture of caring hospitality that we strive to create within our business operations,” said Paul Kirwin, president and CEO of Northcott Hospitality. “The initiative is part of a broader organizational commitment to corporate responsibility called “Northcott Cares”.

Wearing t-shirts that carried the messages “Northcott Cares” and “I Care”, employees and company leaders hand-packed the life-saving meal packs that are destined for distribution in areas of critical need around the world. *(See photos at this link: [Northcott Cares](#)).* In addition to the logistical preparation of the meals, [“Feed My Starving Children”](#) also received a financial donation on behalf of Northcott.

“We look forward to continuing development of the “Northcott Cares” program through community outreach and similar charitable support initiatives in the future,” Kirwin added. “These initiatives will be structured to support each of the hospitality brands operated by Northcott, including AmericInn hotels, Perkins and Houlihan’s restaurants,” he added.

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About Northcott

Minnesota-based Northcott Hospitality builds, develops, operates and franchises successful restaurant and lodging concepts throughout the United States. Its holdings include AmericInn® hotels, Perkins® and Houlihan’s® restaurants. Corporate headquarters are located in Chanhassen. For more information visit: www.northcotthospitality.com.