



FOR IMMEDIATE RELEASE

ICE CREAM SOCIAL AMONG THE LARGEST FOR GIVE KIDS THE WORLD®

Orange Lake Resorts, home to Holiday Inn Club Vacations®, participates in Ice Cream for Breakfast, benefiting children with life-threatening illnesses

ORLANDO, FLA. (July 18, 2014) – Holiday Inn Club Vacations at Orange Lake Resort raised among the highest proceeds benefitting thousands of sick children who annually visit the Give Kids The World Village. During the resort’s first mobile Ice Cream for Breakfast fundraiser, hundreds of employees and guests were served ice cream by larger-than-life mascots – bunny Mayor Clayton from the Village and Swampy the gator from the resort.

Donna Chun, director of Orange Lake Resorts’ corporate social responsibility efforts, delivered ice cream to different areas throughout the resort raising money to help children with life-threatening illnesses. “Ice cream is something everyone enjoys, no matter the weather or time of day” Chun said as she shared the enthusiasm of the Orange Lake Resorts team. “Not only can you enjoy a scoop of ice cream on a hot day, but you know that you are helping children all around the world with life-threatening illnesses.”

From the three-hour event, supported by the Orlando Ice Cream Company, 100 percent of the money raised went toward Give Kids The World. Ice Cream for Breakfast is a grassroots fundraising and awareness campaign inspired by a wish family who celebrates the anniversary of their village trip by eating ice cream for breakfast, just like they did in the Ice Cream Palace at The Give Kids the World Village.

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About the Holiday Inn Club Vacations® Brand

The Holiday Inn Club Vacations brand was created in 2008 as a strategic alliance between IHG® (InterContinental Hotels Group) and Orange Lake Resorts, a leader within the vacation ownership industry with more than 30 years of proven success. The Holiday Inn Club Vacations flagship property in Orlando, Fla., located next to Walt Disney World® Resort, was established in 1982 by Holiday Inn® brand founder Kemmons Wilson. Other resort locations include Lake Geneva, Wis., Cape Canaveral Beach, Panama City Beach and Marco Island, Fla., Brownsville, Vt., Myrtle Beach, S.C., Gatlinburg, Tenn., Galveston, Texas, Williamsburg, Va., and Las Vegas, Nev. For more information on the Holiday Inn Club Vacations brand or to book reservations, visit

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