



HOLIDAY INN CLUB VACATIONS® BRAND HELPS SAVE LIVES THROUGH PARTNERSHIP WITH CLEAN THE WORLD

ORLANDO, FLA. (April 7, 2016) – The [Holiday Inn Club Vacations®](#) brand, developed and exclusively operated by Orange Lake Holdings, announced today a partnership with Clean The World to recycle partially-used soaps and bottled hygiene products from its resorts. This new partnership continues the company’s sustainability efforts through [IHG Green Engage™](#) program, which sets standards to reduce the impact its properties have on the environment. An estimated five tons of waste a year will be diverted from local landfills.

Clean the World is a social enterprise dedicated to saving millions of lives around the world while simultaneously diverting hotel waste from landfills in North America, Asia and Europe. Soap collected from hotels goes through a sterilization and recycling process while being re-manufactured into new soap bars. Since 2009, Clean the World has distributed more than 31 million bars of recycled soap in 100 countries.

“Clean the World is one of the most respected and highly recognized hospitality sustainability programs in our industry, saving thousands of lives every year through their soap recycling and distribution program,” said Don Harrill, CEO of Orange Lake Resorts. “We are proud to partner with them as part of our long-term sustainability efforts to reduce and recycle at our Holiday Inn Club Vacations resorts. This is an important way to positively affect change across our growing network and within the communities where these much-needed products are delivered.”

Orange Lake Holdings, through the Holiday Inn Club Vacations brand, currently operates 16 resorts across the United States and another ten resorts acquired in May 2015.

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On average, more than 5,000 children die every day from hygiene-related illnesses, primarily pneumonia and diarrheal disease, which are two of the top killers of children under the age of five. That number has dropped by 30 percent since Clean the World started providing recycled soap and hygiene education in developing regions seven years ago.

“We are making hand washing a lifelong habit for people who either don’t have access to soap or don’t come from a hand washing culture,” said Shawn Seipler, founder and CEO of Clean the World. “This partnership with the Holiday Inn Club Vacations brand is so important for Clean the World because it provides support for our work around the world, including vital new hygiene programs being developed right now in Kenya and Tanzania.”

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About Orange Lake Holdings, LLP

Orange Lake Holdings is the parent company of Orange Lake Resorts and Silverleaf Resorts, encompassing 26 resorts and 7,200 villas in the U.S., with over 320,000 timeshare owners and 6,000 employees.

Orange Lake Resorts, a leader within the vacation ownership industry with more than three decades of proven success, operates the Holiday Inn Club Vacations® brand. It was created in 2008 through a strategic alliance with IHG® (InterContinental Hotels Group), one of the world’s leading hotel companies. The Holiday Inn Club Vacations flagship property in Orlando, Fla., located next to the Walt Disney World® Resort, was established in 1982 by Holiday Inn® brand founder Kemmons Wilson. The brand operates 16 resorts across 11 states. For more information on Holiday Inn Club Vacations or to book reservations, visit hiclubvacations.com. Find us on Facebook at facebook.com/hiclubvacations or Twitter at twitter.com/hiclubvacations.

Silverleaf Resorts is a growing vacation ownership company that has provided getaway and destination resort experiences since 1989. With headquarters in Dallas, Texas, the company operates 10 resorts in three states across the eastern half of the U.S.

About Clean the World

Clean the World is a social enterprise dedicated to the mission of saving millions of lives around the world while simultaneously diverting hotel waste from landfills. Clean the World operates soap recycling centers in Orlando, Las Vegas and Hong Kong, and leads a “Global Hygiene Revolution” to distribute recycled soap and hygiene products from more than 4,000 hotel and resort partners to children and families in countries with a high pre-adolescent death rate due to acute respiratory infection (pneumonia) and diarrheal diseases (cholera) – which are two of the top killers of children under the age of five. Since 2009, more than 30 million bars of Clean the World soap have been distributed in 100 countries. Through its "[ONE Project](#)," Clean the World provides hygiene kits to relief organizations throughout North America. More information: CleanTheWorld.org

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