



STRONGER THAN ADDICTION

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HOSPITALITY INDUSTRY JOINS FORCES AND RAISES \$1 MILLION DOLLARS FOR SHATTERPROOF

Over 150 Hotel Leaders Rappelled 26 Stories Down Side of JW Marriott Los Angeles L.A. LIVE to Help Fight Addiction

FOR IMMEDIATE RELEASE

NEW YORK, February 1, 2016 – Hospitality industry executives at The Americas Lodging Investment Summit (ALIS) in Los Angeles raised more than \$1 million this week to draw attention to the national epidemic of drug and alcohol addiction. More than 150 hotel executives rappelled down the 26-story JW Marriott Los Angeles L.A. Live on January 25th and 26th to benefit [Shatterproof](http://shatterproof.org), a national organization committed to protecting our loved ones from addiction to illicit and prescription drugs and alcohol.

This “Shatterproof Challenge” aims to help end the stigma and suffering of those affected by addiction, and to raise funds to prevent and treat the disease. More than 30 hospitality companies co-sponsored the event. Leaders of the hospitality world marked the industry’s unity around Shatterproof founder, Gary Mendell, a former hotelier (Chairman of HEI Hotels & Resorts), whose son Brian lost his life to addiction in 2011.

“I am overwhelmed by the incredible support of the hotel industry,” said Mendell. “I am so grateful that these individuals showed their commitment to our mission of increasing awareness and funding for the prevention, treatment, and recovery of this disease. Together, our voice will be unbreakable.”

“Addiction has a devastating impact on families and communities and we must do all we can to help combat this disease and support all those who are affected,” said Jim Burba, founder of Burba Hotel Network and a host of ALIS. “It’s been so gratifying to see the hospitality industry rally around Gary and Shatterproof. Since he launched the organization in 2013, countless leaders in the hotel industry have supported him in big and small ways. We will continue, to build on his great work to address addiction head on.”

For more details and a complete list of sponsors and teams please visit www.rappelALIS.org. To view photos of the event visit,

<https://www.flickr.com/photos/120633893@N07/collections/72157661499888043/>.

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About Shatterproof

[Shatterproof](#) a national organization committed to protecting our loved ones from addiction to illicit and prescription drugs, and alcohol, and ending the stigma and suffering of those affected by this disease. In the U.S. alone, addiction to alcohol and other drugs claims more than 135,000 lives every year — 370 people every day, 15 every hour. In 2012, Gary Mendell, former hotel executive and a member of the Clinton Health Matters Initiative, founded Shatterproof to educate, empower and equip families, educators, health care providers, legislators and others to proactively address addiction among children and young adults. His son, Brian Mendell, lost his battle with addiction at the age of 25 in 2011.