

An Ingenious Way To Teach Kids To Care

(NAPSA)—While millions of Americans have been uprooted and left without a place to call home by hurricanes and other disasters, this barely scratched the surface of the human spirit. The world has rallied to respond in a variety of creative ways, including children who empty piggy banks, operate lemonade stands and generously donate favorite toys, greatly helping those in need.

In addition, one hotelier is stepping up to the task in a unique way. It's doing its part in the fight to rebuild communities affected by hurricanes by providing thousands of grade-school students across the country the opportunity to discuss the events and learn how they can help.

The educational initiative is an extension of Teaching Kids to CARE, a community outreach program, which pairs hotel properties with elementary schools and youth groups to educate children about making conscious decisions, including caring for their community of peers. This year, Doubletree Hotels has cooked up a new chapter in the Teaching Kids to CARE storybook.

The hotel company has developed an educator-approved lesson plan that is being presented by their properties and teachers at more than 100 local elementary schools and youth organizations



across the country. The community-focused lesson gives students the opportunity and resources to host a nationwide bake sale with the legendary chocolate chip cookie.

One hundred percent of the proceeds from the “Cookies for a Cause” fund-raisers will benefit the American Red Cross Disaster Relief Fund. Even more encouraging, the hotelier has vowed to match the kids’ hard work and generosity dollar for dollar, resulting in thousands of dollars going toward supporting the American Red Cross.

For those parents wanting to further instill the importance of thinking about current events and the impact of a generous heart in their kids, here are a few tips to encourage kids to help others during a time of crisis:

- Discussion Makes a Difference! Challenge your children to

pick up a newspaper or watch the news. Then have a brief discussion about important news stories. Keep the topic lighthearted and fun for your children so they're interested and eager to participate.

- Take a Tour. What better way to demonstrate the magnitude and importance of giving back to the community than visiting the people who deal with crisis on a daily basis? Schedule a guided tour of your favorite local charity. Encourage volunteers to share stories and anecdotes with your children about their daily jobs that shed light on the benefits of a CAREing gesture.

- Become a Volunteer. Locate a charity or nonprofit organization that needs your help. Bring your children along for the experience of a lifetime helping others in need. Donating even a few hours of your time can turn into a life-changing event for you and your child.

- Pay it Forward. The next time someone does something nice for your children, challenge them to return the favor and pay it forward. They'll learn a valuable lesson and even be pleasantly surprised at how contagious generosity can be!

To learn more about this kid-driven cookie fund-raising project, visit the Teaching Kids to CARE Web site at www.doubletree.com/teachingkidstocare.