



## **Festiva Hospitality Group employees raise \$15,000 for charity**

Festiva Hospitality Group is proud to announce that our 7<sup>th</sup> Annual Holiday Charity Auction, held Thurs., Dec. 9, at Festiva's headquarters in Asheville, was a huge success. With a smaller selection of items than previous years, Festiva employees managed to raise a record-breaking total of \$15,000.

All proceeds from Festiva's auction go to the [Asheville-Buncombe Community Christian Ministries \(ABCCM\)](#) and Festiva's Secret Santa Single Parent Project to help single parent families that are trying their best to provide for their children, but are struggling as so many are during this holiday season.

"We're so thrilled that we can help more families than ever this year," said Sabrina Green, Festiva's Contracts Supervisor and head of the auction committee. "This event is always heartwarming as it shows how willing our employees are to help those in need, and we are especially blessed that we can do so while the economy is difficult for many."

As in past years, Festiva will match the \$15,000 raised by employees and will put that into the Festiva Charitable Fund, a flexible endowment fund managed by the [Community Foundation of Western North Carolina](#).

This year, some donated items were selected to be part of a silent auction or raffle and were displayed two days prior to the live auction. These items brought in nearly \$650 before the live auction began.

As a result of the auction, Festiva will sponsor 18 families through the ABCCM and will purchase \$7500 in other toys for the organization. With new families signing up each month that have never needed assistance before, the ABCCM needs help from the community more than ever this year. Festiva employees will be shopping for the families and toys and delivering to the charity on December 16.

Festiva's Auction Committee begins planning the event every year in October. Employees in the corporate office donate the items which include gift baskets, hand-crafted items, Festiva travel products, gift certificates or other items donated by local businesses and much more. Businesses who donate items are often invited to the auction, as are Festiva employees' families. Several employees from various Festiva resorts and other offices also participate by donating items or attending the auction.

To find out more about Festiva Hospitality Group, visit [www.festiva.travel](http://www.festiva.travel).