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## **Nick Hotel Gives Back to National Fallen Firefighters Foundation**

*Family-friendly Resort Makes Donation to Foundation and Offers Rock-Bottom Rates to Community Heroes*

**ORLANDO, Fla.** (April 8, 2010) – Nickelodeon Suites Resort kicked off its first-ever Hero Appreciation program this spring with discounted rates, antique fire truck experiences, bucket brigade games, and a pledge to contribute two percent of every room night booked through the program to the National Fallen Firefighters Foundation.

“Following a wildly popular Hero Appreciation event in the spring that resulted in a \$1,319.86 contribution to the foundation, we have committed to continue to thank firefighter heroes with another round of exclusive discounts to visit our family-friendly resort,” said Jim Struna, director of marketing and revenue management for Nickelodeon Suites Resort. “Nick Hotel is all about families and so it is extremely rewarding for us to be able to give back to a family-focused organization like the National Fallen Firefighters Foundation.”

Now through December 23, 2010, the hotel is offering special rates to firefighters starting at \$119 per night for a 2-bedroom themed KidSuite, Sunday-Thursday and \$149 per night on Friday and Saturday. The Resort will continue to donate 2% per room night through the end of the year to the National Fallen Firefighters Foundation.

Congress created the National Fallen Firefighters Foundation to lead a nationwide effort to honor America's fallen firefighters. Since 1992, the non-profit Foundation has developed and expanded programs that fulfill that mandate. Our mission is to honor and remember America's fallen fire heroes and to provide resources to assist their survivors in rebuilding their lives.

For more information about the Nick Hotel or the Hero Program, call (877)-NICK-KID and mention the code HERO or visit [www.NickHotel.com/hero](http://www.NickHotel.com/hero).

**\*Photography is available upon request.**

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Photography is available upon request or by visiting [Nick Hotel on Flickr](#).

[About Nickelodeon Suites Resort](#)

Located in the heart of Orlando's tourism district, Nickelodeon Suites Resort, otherwise known as the Nick Hotel, is much more than a place for guests to lay their heads at night. From two over-the-top pool complexes with slides and flumes, to live entertainment and Character Breakfast featuring Nickelodeon's beloved characters, to a multimillion dollar 4-D Theater, to the colorfully themed KidSuites and gallons upon gallons of slime, Nick Hotel offers nonstop activity from dawn to dusk for the entire family any time of the year. For more information about the Nick Hotel, visit [www.nickhotel.com](http://www.nickhotel.com) or call (877) NICK-KID.

### **About Nickelodeon**

Nickelodeon, now in its 30<sup>th</sup> year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books, magazines and feature films. Nickelodeon's U.S. television network is seen in almost 100 million households and has been the number-one-rated basic cable network for 15 consecutive years. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NYSE: VIA, VIA.B).

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