



PRESS RELEASE

Contact: Steven Herron
Hyperdisk Marketing, Inc.
Mobile: 1+949-751-8395
Skype: sh_rainmaker
Twitter: twitter.com/hyperdiskmktg
Email: sherron@hyperdisk.com

Hyperdisk Joins Preferred Hotel Group in Supporting The Good Night Foundation

IRVINE, CA, UNITED STATES – Hyperdisk Marketing, Inc, a preeminent strategic digital marketing and communications firm, is now a proud sponsor of The Good Night Foundation, a 501(c)(3) non-profit organization that supports organizations focused on health, education, environment and poverty relief, with funding provided by \$2 to \$4 nightly guest donations at participating hotels. [Hyperdisk](#) developed, launched, and provides ongoing emarketing for <http://www.goodnightfoundation.org>. The goal is to expand The Goodnight Foundation's presence in hotels throughout the world.

Hyperdisk became involved with The Foundation through Mike Freed, co-founder of The Good Night Foundation and managing partner of [Passport Resorts](#), a Hyperdisk client. "We wanted to do everything we could to assist The Good Night Foundation in reaching donation goals and expand hotel participation to drive global and local charities around the world." Other sponsors and partners include The Clinton Global Initiative and Preferred Hotel Group.

The Good Night Foundation is the only organization that allows hotels to select local charities to funnel donations to their own communities. To qualify, local donation recipients must be involved in one or more of The Good Night Foundation's four focus areas of global improvement: health, education, poverty alleviation and the environment. All grants will be made annually, based on review and approval by The Good Night Foundation's board.

-xxx-

18251 McDermott, Ste A, Irvine, CA 92614
Tel. 949.442-9850 Fax. 949.752-5060
www.hyperdisk.com



Media: [President Bill Clinton Thanks Good Night Foundation](#)

The Good Night Foundation

Founders:

The Good Night Foundation was co-founded by Mike Freed, managing partner of Passport Resorts LLC and creator of Post Ranch Inn in Big Sur, California, and Jack Theimer, president of The Theimer Group, chief executive officer of the private equity fund HPJ Media Ventures and Clinton Global Initiative member.

How It Works:

Hotels sign up to be members, at no cost. The Good Night Foundation provides materials outlining the program to be distributed to guests at check-in or turn-down. A \$2 to \$4 (USD) charitable donation is added to guests' nightly rate. From the proceeds, 50 percent is used to help fund worldwide programs selected by the foundation. The remaining 50 percent goes to the local organization or organizations selected by the hotel. Funds are collected and distributed by The Good Night Foundation. There are no up-front costs for a hotel to join, and minimal administration is required. Hotels' guests may opt out of The Good Night Foundation participation at any time during their stay.

The Board of Directors of The Good Night Foundation includes Executive Director Maureen Raynaud, co-founders Mike Freed and Jack Theimer, Bruce Lindsey, CEO of the William J. Clinton Foundation and its auxiliary Clinton Global Initiative, Peter Heinemann, co-founder of Passport Resorts and Brooke Ueberroth, Vice President of Communications for Preferred Hotel Group

Hyperdisk Marketing

Founded in 1993, Hyperdisk Marketing Inc. (hyperdisk.com) provides a full suite of strategic digital marketing services for companies nationwide. Based in Irvine, California, Hyperdisk offers clients a nuanced service strategy focused on driving sales, increasing brand visibility, and improving customer loyalty. In order to help clients maximize their ROI, Hyperdisk emphasizes proactive brand ignition, effective creative design, search engine marketing, and aggressive hybrid marketing techniques. Hyperdisk represents over 150 hotels in 26 states, and has been awarded 23 Adrian Awards as recognition for excellence in hospitality marketing by Hospitality Sales and Marketing Association International (HSMIA.) In addition to hospitality, Hyperdisk represents major corporations in the pharmaceutical, foodservice, financial and real estate industries.