



**For Immediate Release**

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**Luxury Jamaican All-Inclusive Creates Social Media Fundraiser to Help Local Youth**

**OCHO RIOS, JAMAICA – August 31, 2009** – Although Thanksgiving is not a holiday traditionally celebrated by Jamaicans, [Couples Resorts](#) is still embracing the spirit of giving this November, by launching a special social media fundraiser designed to help kids throughout the country. For every person that becomes a fan of Couples Resorts' Chief Romance Officer on [facebook](#), decides to be follower of Couples Resorts on [twitter](#) (@CouplesResorts), registers as a member of the Couples Resorts [message board](#), or subscribes to Couples Resorts' [YouTube channel](#), Couples Resorts will donate \$1 in their honor to the [Issa Trust Foundation](#).

“Our goal is to donate \$5,000 to the Issa Trust Foundation, meaning we will need to gain about 166 fans, followers and members each day during the month of November,” said Randy Russell, Senior Vice President and Chief Romance Officer®. “In 2005, we began this non-profit foundation as a way to give back to the local Jamaican communities that have supported us with such incredible staff members for the past 31 years. Fundraisers like this social media initiative help us to continue that mission.”

The Issa Trust Foundation is a non-profit charity organization dedicated to enhancing the quality of life among Jamaica's youth. Each year all four of the Couples Resorts properties in Negril and Ocho Rios organize multiple programs to donate time and funds to the resorts' local communities. In developing this particular fundraiser, Couples Resorts is hoping to encourage past, current and prospective guests to become more excited about helping the youth of Jamaica.

**About the Issa Trust Foundation**

The mission of the Issa Trust Foundation is to provide a system of prevention, health promotion, education and other services to promote the well-being and development for the people of Jamaica. By conducting annual medical missions and supplying school materials ranging from basic pencils and paper to computers and libraries the Issa Trust Foundation strives to create a safe, nurturing and healthy environment for families and provide children with a foundation in basic skills. For more information about the Issa Trust Foundation, visit

MORE

[www.issatrustfoundation.com](http://www.issatrustfoundation.com).

### **About Couples Resorts**

Couples Resorts, headquartered in Montego Bay, Jamaica, owns and operates four properties in Jamaica – Couples Tower Isle, formerly Couples Ocho Rios, the first-ever couples only all-inclusive resort; Couples Sans Souci; Couples Swept Away; and Couples Negril. Pioneered by the legendary Abe Issa, “father of Jamaican tourism,” each Couples Resort is an unsurpassed model of the all-inclusive concept, boldly designed with local inspiration to create a harmonic sense of nature and authentic Caribbean spirit. For over 31 years, Couples has delighted guests and refined the Caribbean all-inclusive resort experience by providing unparalleled service, exceptional dining experiences and exclusive added value inclusions. For further information, call 1-800-COUPLES or visit [www.couples.com](http://www.couples.com).

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