



# Sheraton on the 'Road to Awareness'

Hotel Sheraton Algarve Pine Cliffs Resort is proud to announce it will be participating in the upcoming cycling event, 'On the Road to Awareness', in which cyclists will pedal for three days around the south of France to raise a much-needed €150,000 for Mozambique's 'Child-to-Child Radio and Media' initiative.

Organised by Starwood Hotels & Resorts, of which the Sheraton Pine Cliffs belongs to its 'Luxury Collection', and

in partnership with UNICEF, the event has the goal of raising awareness about AIDS and HIV prevention amongst youngsters in Mozambique through radio, television, music, and other cultural activities.

Fourteen Starwood representatives from EAME regions, (Europe, Africa and the Middle East) will participate in the project, Iberia being represented by Luís Silva, IT Manager of the Hotel Sheraton Algarve Pine Cliffs Resort.

Participating cyclists will pedal 450 kilometres in the south of France, including through the Mont Ventoux region, renowned for being one of the most demanding legs of the prestigious Tour de France.

Since its launch in 1995, the Starwood's 'Check Out for children' programme has asked EAME Starwood clients to contribute €1 each, which is automatically deposited into fund.

So far, around 18 million dollars have been raised by the

Starwood chain and its associates, allowing UNICEF to inoculate more than a million children against infant diseases.

For their latest mission, Hotel Sheraton Algarve is asking its clients up their donations from €1 to €5.

For more information, please see website: [www.Luxurycollection.com/algarve](http://www.Luxurycollection.com/algarve), [www.unicef.org.uk](http://www.unicef.org.uk), or contact Hotel Sheraton Algarve on: (+351) 289 500 100.