



## Inn and Spa at Loretto's "Biggest Loser" Competition Ends with Silver Bullet Productions as the "Biggest Winner"

*Employee winner, Joe Bravo, donates proceeds to help the non-profit educational film company buy student equipment*

**Media Contact:** Lupe Hirt, MindSpeak PR, (303) 859-1762, [lupeh@mindspeakpr.com](mailto:lupeh@mindspeakpr.com)

**SANTA FE, N.M.** – Jan. 18, 2012 – After three months of “Biggest Loser” rivalry at the [Inn and Spa at Loretto](#), Joe Bravo, the hotel’s human resources coordinator, emerges victorious. Losing 16 lbs. through diet, exercise and employee support, he ‘out sweated’ nine other employee competitors with a final weigh in of 201 lbs. As the “Biggest Loser,” Bravo donated his \$170 prize to help [Silver Bullet Productions](#) purchase an additional high-definition camera pack to replace outdated film equipment at the [Native American Community Academy](#) in Albuquerque. On January 25, Silver Bullet Productions will host a free film workshop on ‘Pueblo Sovereignty’ at the school and will present students with five new camera packs, including the pack Bravo’s donation helped make possible.

Organized by the hotel’s Peers Enabling Progress (PEP) squad, the inaugural “Biggest Loser” competition was created to encourage a healthy holiday season. Initially, 18 competitors signed on, but only nine made it to the end. Participants were allowed to follow whichever diet and exercise plan they preferred, but each week, the PEP squad sent out health and wellness tips, recipes and exercise ideas. Each week, participants paid a weigh in fee, which is how they raised the prize money. In the end, Bravo emerged victorious with an initial weigh in of 217 and a final weigh in of 201.

“This competition re-instilled in me the importance of a healthy and active lifestyle,” said Bravo. “I used to love to run, but I had to stop because of knee aches and pains due to weight gain. Since losing the weight, I am up to two miles a day and have my sights set on running the Boston Half-Marathon qualifier in 2013.”

The “Biggest Loser” competition is one of several internal initiatives executed annually to boost employee interaction and advocate community involvement. Each event aims to raise money or donate time to support local charities. This event’s beneficiary was the Silver Bullet Foundation, a non-profit educational film company that works to cultivate an appreciation, passion and career path in film among New Mexico’s rural and Native American communities. The \$170 donation Bravo pledged helped the organization purchase one additional camera pack to donate to the Native American Community Academy. The pack includes a Cannon High-Definition camcorder, additional battery, extra microphones, SD computer and camera cards, camera bag, tri-pod, cleaning brush, and equipment warranty.

Throughout the year, Silver Bullet Productions hosts free educational seminars at rural schools to teach students how to use the film equipment, enhance writing, encourage research, and develop interview and introductory filmmaking skills. The organization then works with the students to develop student-led film projects. The workshop at the Native American Community Academy is slated for January 25 and will focus on the significance of Pueblo Sovereignty.

“People often think that in order to make a donation worthy, they need to pledge large sums of money,” said Pamela Pierce, CEO and president of Silver Bullet Productions. “Joe’s donation is proof that this ideology couldn’t be farther from the truth and there is no such thing as a small donation. Every dollar makes a difference and Joe’s donation gave us the additional money needed to purchase more equipment that otherwise would not have been possible. Joe is proof that one person makes a difference. The students at NACA will know about Joe and his generosity.”

Looking ahead at 2012, the Inn and Spa at Loretto’s PEP squad has already identified additional employee/community initiatives. Others will be added to the list throughout the course of the year.

#### **April**

- Adopt a River Cleanup – In partnership with Keep Santa Fe Beautiful, on Earth Day, associates are invited to participate in picking up trash and clearing debris along a stretch of the Santa Fe River.

#### **June**

- Animal Shelter Volunteer – Associates are encouraged to volunteer at the Santa Fe Animal Shelter & Humane Society.
- Biggest Loser Summer Program – A summer edition of the inaugural 2011 winter competition, with the winner donating funds to the charity of their choice.

#### **September**

- St. John’s Soup Kitchen – Associates volunteer to prepare and serve meals at the facility.

#### **November**

- Cozy Coats for Kids Annual Coat Drive – Associates are encouraged to donate coats for the annual Christus St. Vincent kids coat drive.
- Angel Tree – In partnership with Kitchen Angels, associates select a family in need and collaborate internally to raise money or pledge gifts to fulfill the family’s gift requests.

#### **December**

- Kitchen Angels – Associates create a schedule to deliver food to the elderly, chronic or terminally ill individuals throughout the month.

For more information about the Inn, please visit [www.innatloretto.com](http://www.innatloretto.com) or call 877-857-5685.

#### **About the Inn and Spa at Loretto**

The Inn and Spa at Loretto, an award-winning, AAA Four Diamond hotel, is ideally located in the heart of Santa Fe, steps from the Canyon Road galleries and just one block from historic Santa Fe Plaza's galleries, museums, restaurants and boutiques. Eloquently blending old-world charm with world-class splendor, the exquisite Inn and Spa at Loretto reflects the culture and sophistication of its historic Santa Fe location. The hotel features 134 guestrooms, a full-service spa, casual fine dining, three art galleries and a tranquil garden. Enjoy Luminaria Restaurant and Patio for three meals daily; The Living Room for happy hour, late night dining and live music and The Spa at Loretto for a holistic and complete indulgence experience.

**About Destination Hotels & Resorts**

Destination Hotels & Resorts is a privately held hospitality management company headquartered in Colorado. With more than 35 independent, luxury and upscale hotels, resorts and golf clubs, Destination is the third largest hospitality management company in the country. The company's portfolio features more than 8,450 guest rooms, 15 golf courses and 16 full-service spas. Destination Hotels & Resorts properties are located in key metropolitan and resort markets including Washington, D.C., Seattle, Denver, San Diego, Santa Fe, Aspen, Austin, Phoenix, Portland, Palm Springs, Palos Verdes, Maui and Lake Tahoe. The company is a subsidiary of Los Angeles-based investment, development and management firm Lowe Enterprises. For a complete list of properties in the Destination Hotels & Resorts collection, please visit [www.destinationhotels.com](http://www.destinationhotels.com).

###