

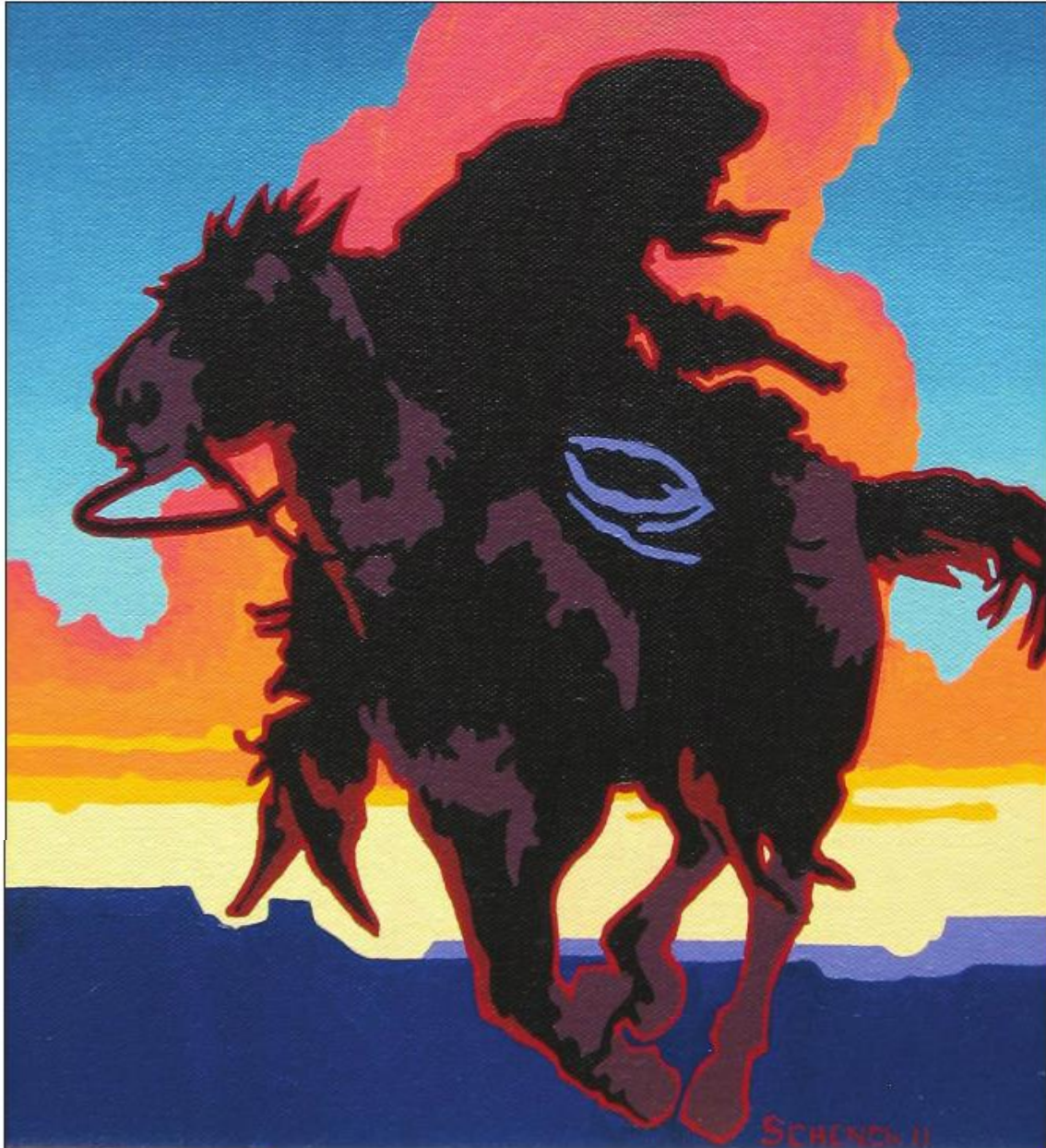
THE WEEKLY SUN

FREE EVERY WEDNESDAY | JULY 8, 2015 | VOL. 8 - NO. 26 | THEWEEKLYSUN.COM

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Calendar

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Plays Nice With Hotels

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8 Project
Street Wise
Local Boosts First-Aid
In Vietnam



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For More Information Turn to Page 3!



Courtesy photo

Play Hard Give Back founder Spencer Brendell poses with a few of the nonprofit's healthy and tasty food products, now available at hotels across the nation.

PLAY HARD PLAYS NICE WITH HOTELS

BY MARIA PREKEGES

Play Hard Give Back, a nonprofit organization started by local entrepreneur Spencer Brendell, in 2012, is expanding the company with a new business model that enables hotels to join their movement. PHGB has a line of healthy food products that will now be available in participating hotels around the Valley and beyond. The benefit to the hotels that carry the products is they can provide healthy food.

Spencer Brendell grew up in the Wood River Valley and was always involved in athletics. After a trip to Africa and Asia with his grandparents, Brendell began viewing his future differently. Those experiences changed the way he thought about his future. Brendell started focusing on life beyond himself and his athletics and wanted to give back to projects and causes that would better the world.

Play Hard Give back started for Brendell as a 2012 senior project while attending the University of St. Thomas. He began developing a vision of a platform that would allow athletes to fundraise for training while also raising money for social causes and projects they are passionate about. He took his vision and became involved with the Wild Gift organization here in the Valley where he was a part of their 2012 class. With the help of Wild Gift, Play Hard Give Back produced, developed and co-branded athlete-related products, marketing them through Play Hard Give Back-sponsored athletes while directing the profits to develop-

ing these athletes and their social causes.

When a hotel carries any PHGB product, 10 percent of the PHGB revenue from the purchase will be directed toward a nonprofit and athlete of the hotel's choosing. Depending on the amount given back, hotels will be able to receive free sponsorship from the athlete. This allows the hotel to make a statement by supporting a meaningful nonprofit, a socially responsible athlete and providing a healthy granola," stated a PHGB press release. "We provide all sizes for our trail mixes and granola in order to allow the hotel to make the product either complimentary or for charge.

"The new hotel model provides value by allowing hotels to provide healthy products to their consumers while also giving back to a nonprofit organization and athlete of the hotel's choosing," the press release continued. "We believe that it is important for hotels to take action in supporting meaningful nonprofit organizations and providing healthy stays for their guests. We aim to connect these dots with the PHGB model."

Participating hotels include Knob Hill Inn in Ketchum, The Rusty Parrot Lodge and Hotel Terra in Jackson Hole, Wyo., the 1 Hotel South Beach in South Beach, Fl., and the Oxford Hotel in Bend, Ore.

For more information on how to participate in this new hotel program, or to find out more about Play Hard Give Back, go to their website at: www.playhardgiveback.com



Courtesy photo

Participating hotels include Knob Hill Inn in Ketchum, The Rusty Parrot Lodge and Hotel Terra in Jackson Hole, Wyo., the 1 Hotel South Beach in South Beach, Fl., and the Oxford Hotel in Bend, Ore.

jane's artifacts

arts // crafts // papers // office // party

Hailey's Mini-Mall: The IT Store

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JULY 1-22
 Liberty Theatre, Hailey

by Christopher Durang

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