

Media Contacts:

Club Med

Kate Moeller
kate.moeller@clubmed.com
twitter.com/clubmedinsider

Justine Navaja
clubmed@shiftcomm.com



**Club Med Declares Support for MASSIVEGOOD
Club Med to enable seamless donations to healthcare foundation on booking a vacation**

(Miami—March 4, 2010) Today [Club Med](http://www.clubmed.us) (<http://www.clubmed.us>) announced that it has partnered with the [Millennium Foundation](#) to support [MASSIVEGOOD](#), a non-profit foundation devoted to improving healthcare in developing countries. Club Med is one of several travel industry partners to kick off MASSIVEGOOD, which goes live in the U.S. today.

MASSIVEGOOD raises money by way of voluntary online donations, every time a traveler or corporation purchases a travel product either through a travel agency, an Internet broker or directly from the travel product provider. The fundamental goal of the organization is to end deadly epidemics by empowering travelers to do their part in building a healthier world.

Club Med guests will have an opportunity to support the MASSIVEGOOD foundation with voluntary “micro-contributions” starting at \$2. In addition, Club Med will support this initiative through marketing and PR efforts.

“Club Med is proud to join hands with other travel industry leaders to support the MASSIVEGOOD movement,” said Xavier Mufraggi, CEO Club Med North America. “This partnership gives our customers a platform to make a big difference, with a little donation.”

The Millennium Foundation was established in November 2008 as an independent, non-profit Swiss foundation. The Foundation’s mission is directly aligned with the United Nations by implementing new innovative sources of funding to help eradicate life-threatening contagious diseases, including HIV/AIDS, malaria and tuberculosis, among the world’s most vulnerable populations.

MASSIVEGOOD launches in the U.S. with a series of events in New York City. Several high profile leaders and celebrities have committed to supporting the Foundation, including former President Bill Clinton, Grammy Award-winning recording artist Will.I.Am (Black Eyed Peas), Spike Lee, Mary J. Blige, Samuel L. Jackson and Susan Sarandon, writer Paul Auster and physicist Brian Greene. For more information, visit www.millennium-foundation.org.

Refined, generous and personalized, a Club Med vacation at any of our 80 resorts in more than 25 countries, guarantees life long memories. With attention to every detail, Club Med offers activities from award-winning Children’s Clubs and luxurious spa treatments to expert instruction in sports with top of the line equipment. Throughout the experience, guests personalize their vacation with an array of choices including luxury room categories, convenient travel arrangements, international cuisine, flexible dining times and exciting entertainment options. Contact a travel professional, call 1-800-ClubMed, or log on to www.clubmed.us for reservations. Find press information at www.clubmedpress.com.