



AAHOA & SIMA Members Launch Relief Efforts for Houston Storm Victims

HOUSTON, April 22, 2016 -- Texas-based members of the Asian American Hotel Owners Association (AAHOA) and the Small Independent Motel Owners Association (SIMA) have pledged \$51,000 and free rooms to Houston Mayor Sylvester Turner's storm-relief fund.

The funds raised and room nights donated will go to victims of the recent flooding in eastern and southern Texas, where torrential rains have killed at least five people and displaced hundreds more.

"We must do everything we can to assist the victims of this terrible flooding," said SIMA member and AAHOA Southeast Texas Regional Director Vikas Desai. "We are reaching out to both SIMA and AAHOA members in the area with an urgent message to help in any way possible."

At the time of writing, SIMA members were being asked to donate \$500 per property owned.

In Atlanta, AAHOA President and CEO Chip Rogers expressed deep sympathy for the flood victims and pledged AAHOA's total cooperation with SIMA's efforts.

"I am proud of the initiative our Texas members are taking in trying to help out the folks in Houston," Rogers said. "As hotel owners, AAHOA and SIMA members are in a unique position not only to offer funds to the flood victims, but to give them a safe, dry place to stay."

If you wish to donate financial assistance or room nights to the Houston flood victims, please email info@simahouston.org.

AAHOA is the largest hotel owner's association in the United States. The more than 15,000 AAHOA members own almost 50% of all U.S. based hotels. Each year AAHOA members donate hundreds of thousands of dollars to their local communities.

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