



For Immediate Release  
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## **Iowa Workforce Development Launches Hilton HHonors Military Initiative**

DES MOINES - In response to Hilton Worldwide's *Operation: Opportunity* Initiative launched in 2013, the National Association of State Workforce Agencies (NASWA) partnered with the organization to spearhead the donation of millions of Hilton HHonors Points to U.S. military members and their families in search of a career. Four states jumped at the chance to pilot the HHonors program, and Iowa was the first to have completed all of the necessary requirements to begin the program.

"This initiative provides a perfect bridge to our Home Base Iowa initiative. We are thrilled to have the opportunity to further support Iowa's military-connected job seekers and their families," said Teresa Wahler, Director of Iowa Workforce Development. "Hilton HHonors Points will be made available through any of the state's 19 Iowa WORKS Centers, or by calling 855-9HB-IOWA."

The Hilton HHonors hotel stays can be used to pursue job opportunities in any industry – and can be used to support job interviews, skills training, housing searches for newly employed Iowans, and other job-seeking activities within the continental United States, Alaska and Hawaii.

"At Hilton Worldwide, we have a strong commitment to support military veterans and their families," said Rodney Moses, Vice President of Global Recruitment. "We are proud to have partnered with NASWA, and look forward to working with the State of Iowa as they launch this exciting Hilton HHonors program."

"The publicly-funded workforce system serves nearly two million registered veterans annually, offering access to job openings, training, and employment resources," said Rich Hobbie, executive director, NASWA. "State workforce agencies are committed to helping our nation's veterans, and the launch of the Hilton HHonors Military Initiative will support Iowa's military families in the pursuit of a civilian career."

### **About Hilton Worldwide**

Hilton Worldwide (NYSE: HLT) is a leading global hospitality company, spanning the lodging sector from luxury and full-service hotels and resorts to extended-stay suites and focused-service hotels. For 95 years, Hilton Worldwide has been dedicated to continuing its tradition of providing exceptional guest experiences. The company's portfolio of eleven world-class global brands is comprised of more than 4,100 managed, franchised, owned and leased hotels and timeshare properties, with more than 685,000 rooms in 92 countries and territories, including Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Curio - A Collection by Hilton, DoubleTree by Hilton, Embassy Suites Hotels, Hilton Garden Inn, Hampton Hotels, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages an award-winning customer loyalty program, Hilton HHonors®.

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