



## SIERRA MADRE CHAMBER OF COMMERCE

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### **PHOTO OPPORTUNITY – 5/12/09**

Release Date 5/8/09

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Luis Plascencia, General Manager of the Doubletree Hotel in Monrovia will present a check to Sierra Madre Search and Rescue (SMSR) representative Bruce LaMarche to help SMSR in the fulfillment of its mission. Funds were generated by Doubletree at the recent Sierra Madre Chamber of Commerce Wistaria Festival, where they sold the Hotel's signature chocolate chip cookies. The check for \$200 represents the proceeds from that venture.

**Who:** Luis Plascencia, GM Doubletree Hotel, Bruce LaMarche, SMSR, Matt Krantz, President Sierra Madre Chamber of Commerce

**When:** Tuesday, May 12, 2009, 11am

**Where:** Doubletree Hotel - 924 West Huntington Drive, Monrovia, CA 91016

**Phones** Doubletree Hotel, General Manager Luis Plascencia (626) 357-1900  
Sierra Madre Chamber of Commerce, Executive Director Bill Coburn (626) 355-5111  
Sierra Madre Search and Rescue -Team Education Chairman, Bruce Lamarche (626) 335-2564

*The Sierra Madre Search and Rescue Team is a group of dedicated volunteers committed to saving lives in the wilderness. Founded in 1951, the Team has responded to thousands of calls for help in the wilderness and saved countless lives. Regardless of whether it's a twisted ankle, a fallen climber, or an overdue hiker, the Team will be there. SMSR operates solely on funds donated by the Community. [www.SMSR.org](http://www.SMSR.org).*

*The Doubletree Hotel Monrovia - Pasadena Area located near Los Angeles, Ontario, Burbank, Arcadia, Duarte and Irwindale, California in the heart of the San Gabriel Valley, offers contemporary hotel accommodations with spectacular views of the Foothills. The Doubletree Hotel Monrovia - Pasadena Area is conveniently off the 210 Highway at Huntington Drive; Burbank (BUR), Ontario (ONT) and Los Angeles (LAX) International Airports are within 20 to 45 minutes. [Doubletree Web](#)*

*The Mission of the Sierra Madre Chamber of Commerce is: "To encourage a healthy business environment by advancing, promoting and supporting the businesses serving Sierra Madre." [www.SierraMadreChamber.com](http://www.SierraMadreChamber.com).*