



C.A.R.E. Welcomes New Members

Harrisonburg, VA-June 2018 – C.A.R.E., The Cooperative Association of Resort Exchangers, has proudly welcomed three new members to the association in recent months. You can learn more about these companies and C.A.R.E. in this press release.

WORLDPASS Travel Services, LLC out of Coral Gables, Florida attended C.A.R.E.'s 66th Conference this past April in Austin, Texas and submitted their application immediately following the event. As an Associate Member of C.A.R.E., WORLDPASS Travel Services classifies itself as a travel agency with Travel Experience Advisors that offer One Call, One Service Executives, with all requirements of travel fulfilled. For more information visit their website at www.world-pass.com

Military Media Inc. out of Poughkeepsie, NY learned about C.A.R.E. at GNEX 2018 in Miami, Florida and decided to join the association as an Associate Member. Military Media has been in business since 1974 and was the first military advertising agency in the U.S. They provide full service advertising, marketing, consumer promotions and branding strategies to target the military audience. Military Media touts that they have both the technical skills and real-world experience that enables their clients to reach their target market quickly and cost effectively. For more information about this marketing agency visit www.militarymedia.com

Diamond Resorts, with its home office in Las Vegas, Nevada and 75 resort locations around the world, became the third member in recent months to join C.A.R.E. Diamond Resorts offers destinations, events and experiences to help members make a habit of breaking from the routine. From unforgettable getaways to exclusive concert series to VIP receptions and dinners, members turn to Diamond to recharge, reconnect and remind each other what matters most. With focus on quality resorts, customer service and flexibility members can return to a favorite resort, book a cruise to explore new countries or attend a once-in-a-lifetime event with the same level of confidence and anticipation. With access to a world of entertainment and activities, a Diamond membership ensures that people are always looking forward to vacation. Learn more about Diamond Resorts at www.diamondresorts.com

Diamond Resorts, Senior Vice President of Yield Management Jason Toste, met with C.A.R.E. President Linda Mayhugh recently at ARDA World 2018 in Las Vegas. President Mayhugh commented, "I'm truly excited about the opportunities Diamond Resorts will bring to C.A.R.E. and its members and look forward to working with them to maximize the true benefits of membership in our association. There is always a bit of excitement when we add a new member to the roster but welcoming a highly respected and renowned member with Diamond Resorts caliber is unparalleled." President Mayhugh asked Toste about his decision to join C.A.R.E. and he replied, "We are continually seeking additional inventory opportunities for our loyal guests

and we are hopeful that working with new partners in the C.A.R.E. association will enhance our current offerings.”

About C.A.R.E.

Established in 1985, (C.A.R.E.), the Cooperative Association of Resort Exchangers, is one of the industry’s leading associations in ethical standards and value propositions. Its internationally diverse member base includes Resort Developers, Management and Exchange Companies, HOA’s, Travel Clubs and Wholesalers as well as many respected industry suppliers bringing value-added revenue enhancement opportunities. Members that possess rentable inventory or seek inventory for fulfillment of rental requests set the foundation of C.A.R.E. with a multitude of scenarios for securing client vacations, increased inventory utilization and heightened yield management. C.A.R.E. members have the ability to share inventory via week-to-week exchanges, weekly wholesale rentals, guaranteed and free-sale blocks as well as year-round and seasonal leases all over the world. C.A.R.E. members must comply with a strict Code of Standards and Ethics and will undoubtedly gain professional and personal development by attending C.A.R.E. Conferences. With nominal annual membership fees and some of the industry’s lowest conference registration rates, C.A.R.E. can prove an undeniable value and return.

Contact: President Linda Mayhugh / lmayhugh@care-online.org / 800-636-5646 ext.700 / www.care-online.org