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LA FONDA ON THE PLAZA HOSTS SANTA FE'S FIRST URBAN
RAPPELLING EVENT AS FUNDRAISER FOR GIRLS INC.

***August 4th "Conquer Heights, Empower Girls" event to send 92 adventurers
"over the edge" of landmark hotel***

SANTA FE, N.M. (May xx, 2018) — On August 4th, all eyes will be trained on the rooftop of the landmark La Fonda on the Plaza hotel. That's where almost 100 brave, community-minded adventurers will gather to begin a thrilling, six-story rappel down to the heart of historic Santa Fe as part of "Conquer Heights, Empower Girls" a fundraiser for [Girls Inc. of Santa Fe](#).

The non-profit is a chapter of the national organization advocating on behalf of girls and providing programs to empower them. The event is hosted by La Fonda on the Plaza with signature sponsor [Meow Wolf](#).

The first 92 people to raise \$1000 or more for Girls Inc. of Santa Fe will secure a spot in the urban rappel event, a first for the city. Those "edgers" who raise additional amounts will enjoy extra perks such as a Go Pro video of their descent, a superhero cape and admission to a VIP after-party at Meow Wolf.

The rappel is being orchestrated by [Over the Edge](#), an urban rappelling event organizer for nonprofits. Over the Edge will provide the equipment, and certified rope technicians.

Registration is now open [here](#). Individuals may register and then ask friends to sponsor them. Company employees are also encouraged to raise funds to “toss their boss.” Friends can challenge each other, and rappel down the façade of La Fonda side-by-side. Individuals or groups who don’t wish to rappel themselves can sponsor a teen from Girls Inc. to conquer heights and give her an unforgettable experience.

“We’ve all seen in recent years how important it is to help girls develop confidence and be ‘strong, smart and bold,’ as Girls Inc. puts it,” said La Fonda Chairman of the Board Jennifer Kimball. “I would not be where I am today without all the people who taught me that girls can do everything—including leap tall buildings in a single bound.”

For interviews, more information or high-resolution photography, please contact Jan Sheehan at jan@tuckerpr.com or 817-348-9490.

About Girls Inc. of Santa Fe

For more than 60 years, Girls Inc. of Santa Fe has inspired girls to be Strong, Smart and Bold. We provide girls throughout Santa Fe with life-changing experiences and real solutions to the unique issues girls face. Girls Inc. gives girls the tools and support they need to succeed, including trained professionals who mentor and guide them in a safe, girls-only environment; peers who share their drive and aspirations; and research-based programming.

At Girls Inc., girls learn to set and achieve goals, boldly confront challenges, resist peer pressure, and see college as attainable. Our programming focuses on healthy living (Strong); academic enrichment and support (Smart); and life skills and independence (Bold).

About La Fonda on the Plaza:

Opened in 1922, La Fonda on the Plaza sits at the terminus of the Santa Fe Trail and is the only hotel on the famous Santa Fe Plaza. Reports of an inn here date back to the 1600s, making La Fonda one of America’s most historic hotels. Formerly a Harvey Hotel, La Fonda offers 180 unique guest rooms and suites, including 15 luxury rooms and suites built around a rooftop terrace with breathtaking views of Santa Fe and the Cathedral Basilica of St. Francis of Assisi. The hotel’s signature restaurant, La Plazuela, and bar, La Fiesta Lounge, are located off the lobby and open all year. The rooftop Bell Tower bar is also open May through October. In Detours at La Fonda, the hotel’s signature gift shop, guests will find a curated assortment of New Mexico-made wares. With more than 20,347 square feet of event space, La Fonda is a favorite conference and wedding location. The hotel recently completed a comprehensive renovation designed to bring the property up to modern standards of luxury while fully preserving the history, authenticity and character that distinguish La Fonda. The AAA Four Diamond property is a member of the National Trust for Historic Preservation’s Historic Hotels of America and was named “Best Historic Hotel” (76 – 200 rooms) at the organization’s 2016 Awards of Excellence. La Fonda was also named “Hotel of the Year” at the New Mexico Hospitality Association’s 2016 Top HAT Awards.

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