



**Santa Fe, New Mexico, September 5, 2012** –La Fonda on the Plaza announces a pledge to match the first \$500 raised in a televised phone bank fundraiser in partnership with the Red Cross, which will be broadcast live on Thursday, September 6, 2012 on KRQE TV, Albuquerque. The fundraising efforts will benefit those impacted by the destruction left in the wake of Hurricane Isaac’s devastating landfall across the Gulf Coast. Adrian Montoya, Director of Guest Services at La Fonda will participate in the phone bank fundraising efforts.

“The destruction has been devastating,” says Montoya, “and our thoughts go out to those who have been effected by this disaster. We are eager to join the American Red Cross in their efforts to help rebuild communities.”

Montoya, along with other Red Cross volunteers will take calls between 4 and 6 pm MST.

The Red Cross reports that response to Isaac could cost as much as tens of millions of dollars with expenses growing by the hour.

#### **About La Fonda**

**Opened in 1922, La Fonda on the Plaza sits at the terminus of the Santa Fe Trail just steps from Santa Fe's historic Plaza. The former Harvey Hotel has 174 unique guest rooms and suites, including 14 luxury rooms built around a rooftop terrace. La Fonda is a favorite location for conferences and weddings with more than 21,275 square feet of event space. La Fonda is a member of the National Trust Historic Hotels of America.**

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