



## **Society for Accessible Travel & Hospitality**

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### **For Immediate Release**

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## **SATH teams up with Travelocity**

**The online leader of travel planning creates partnership with SATH to make planning easier for those with disabilities.**

**Miami**, 16 February 2009— The Society for Accessible Travel and Hospitality (SATH) will announce their partnership with Travelocity at their 11<sup>th</sup> World Congress held at the Hilton Miami Airport July 10-13, 2009.

The partnership between SATH and Travelocity will create many opportunities for accessible travel. With the help of SATH, Travelocity can create better accommodations for disabled and mature travelers. Every aspect of travel will be looked at such as accessible destinations and travel arrangements.

“By combining the resources and popularity of Travelocity with the information and experience of SATH, accessible travel needs can be met easily and efficiently. This partnership comes at a time when the travel industry needs to open up to new markets, and this partnership will get the ball rolling,” says Murray Vidockler, chairman and founder of SATH.

The official announcement of the partnership will be told to over 300 travel industry professionals at the 11<sup>th</sup> World Congress. Members from both organizations will discuss the partnership on local news shows and the Travel Channel to inform the general public. More information will be available through links on each organization’s Web site after the announcement has been made.

“SATH has hosted 10 successful World Congress conventions and is excited to begin their 11<sup>th</sup> with the official joining of Travelocity and SATH,” says Vicockler.

The World Congress offers informational seminars, group activities, a keynote speaker address, awards ceremony and banquet, along with sightseeing activities for interested participants.

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*SATH, The Society for Accessible Travel & Hospitality is an educational nonprofit membership organization whose mission is to raise awareness of the needs of all travelers with disabilities.*

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