



Contact:

Dan McGinnity
(800) 826-7791 ext. 14850

JOHN NOEL RECEIVES 2006 WORLD TOURISM AWARD

Make A Mark Foundation Recognized for Global Initiatives in sub-Saharan Africa

AIG Travel Guard CEO John Noel is named the 2006 World Tourism Award recipient for his work in sub-Saharan Africa as a result of the devastating AIDS pandemic. For the past decade, Noel's nonprofit organization – Make A Mark Foundation – has focused its efforts on addressing the looming orphan crisis in Africa.

“There are an estimated 12 million AIDS orphans who have lost their parents to the AIDS pandemic in sub-Saharan Africa – a number expected to grow to 20 million,” said John Noel, CEO and Founder, AIG Travel Guard. “While many orphans are themselves infected with the virus and caring for other family members, it is our social responsibility to step in and help alleviate the effects of this horrific pandemic.”

Established in 1997, the World Tourism Award recognizes “*the extraordinary initiatives by individuals, companies, organizations, destinations and attractions, for outstanding accomplishment in the travel industry.*” The 2006 World Tourism Award was presented at World Travel Market on Nov. 6th, in London.

Make A Mark Foundation is currently working with companies within the travel industry, along with other worldwide corporations and NGOs to establish self-sustaining, intergenerational villages for those orphans and elders affected by the AIDS epidemic. The Make A Mark Village initiative will provide food, shelter, care and a framework for instilling the values these children and elders desperately need to lead productive lives.

For more information about the Make A Mark Foundation, visit www.MakeAMark.org.

#