



VIRTUOSO®

IN HONOR OF MLK DAY, VIRTUOSO® SUPPORTS THE “REALIZE THE DREAM” INITIATIVE BY OFFERING ITS WORLDWIDE TEAM A PAID DAY OF SERVICE



Realize the Dream announcement made during the 2024 Virtuoso Travel Week
Left to right: Matthew D. Upchurch, Martin Luther King III, Arndrea Waters King, Jessica Hall Upchurch

NEW YORK (January 17, 2025) – [Virtuoso®](https://www.virtuoso.com), the leading global network specializing in luxury and experiential travel, has committed to offering its staff the opportunity to give back to their favorite causes. In support of the [Realize the Dream](https://www.realizethedream.org) initiative, and in honor of Martin Luther King Day on January 20, Virtuoso is offering its team members around the world – not only within the United States – a paid day of service.

Inspired by the late Dr. Martin Luther King, Jr.’s vision to create a society rooted in peace, justice, equality and love for all, *Realize the Dream* aims to create 100 million hours of community service by the 100th anniversary of Dr. Martin Luther King, Jr.’s birth in 2029. Virtuoso first announced its support of *Realize the Dream* during its 2024 Virtuoso Travel Week. As an ongoing initiative, Virtuoso’s paid day of service benefit is available to its team on an annual basis.

Virtuoso Chairman and CEO Matthew D. Upchurch, along with Vice-Chair and Sustainability Strategist Jessica Hall Upchurch, jointly commented: “*Realize the Dream*’s message of promoting love and unity through local community support is universal. We’re proud to back this meaningful cause by offering a paid day of service to all of our team members worldwide. Serving others not only strengthens communities, but it also brings significant benefits to those who give their time and energy.”

Virtuoso’s team members will have the flexibility to choose charitable organizations and service initiatives that personally resonate with them. They can also self-select which day they will participate in the service.

For more information on Virtuoso, please visit www.virtuoso.com. For more information on Realize the Dream, go to www.realizethedream.org.

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About Virtuoso

Virtuoso® is the leading global travel agency network specializing in luxury and experiential travel. This by-invitation-only organization comprises over 1,200 travel agency locations with more than 20,000 travel advisors in 58 countries throughout North America, Latin America, the Caribbean, Europe, Asia-Pacific, Africa and the Middle East. Drawing upon its preferred relationships with 2,300 of the world's best hotels and resorts, cruise lines, airlines, tour companies and premier destinations, the network provides its upscale clientele with exclusive amenities, rare experiences and privileged access. Annual sales of (U.S.) \$35 billion make Virtuoso a powerhouse in the luxury travel industry. For more information, visit www.virtuoso.com.

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