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**Contact: Steve Segner**

**1.800.313.0017**

**For Immediate Release**

*El Portal Sedona Hotel Announces Partnership with Local Charity*

Animals have always been an important part of life for El Portal owner Steve Segner, both personally and professionally, and this has continued into his work in the hospitality industry. Before he was the owner of El Portal Sedona Hotel, Steve Segner was a prominent figure in the pet industry as an owner of pet stores and President of the World Wide Pet Association for three years. After selling their California-based pet food business, Steve and his wife Connie, moved to Sedona, AZ and started a new project/life: El Portal Sedona Hotel. El Portal Sedona is a luxury boutique hotel that is also pet friendly because the Segners believe that neither owners nor pets should have to sacrifice amenities, style, or service to experience all that Sedona has to offer.

However, Segner has decided to deepen his business’s commitment to pets by advocating for the local charity [High Country Puppy Rescue](http://www.highcountrypuppyrescue.org/). This organization is based in Flagstaff, Arizona and rescues puppies from neglectful or abusive situations, and fosters them out to volunteers in order to relieve pressure from shelters and pounds. With adoption forms available on their website as well as pictures and descriptions of the puppies looking for new, loving environments, High Country Puppy Rescue is working hard to help out some of the most vulnerable animals in the state, and they have set a $5,000.00 goal for 2015. Steve Segner has decided to help their cause by officially partnering El Portal with the charity.

Using relationships from his days in the pet food industry, Segner has worked out a deal with MasterCard and Visa so that a small percentage of the fees they charge will be donated to High Country Puppy Rescue when guests use their cards at El Portal Sedona Hotel. Steve wants to encourage guests and other pet lovers to donate to this charity and cause – it’s the first pet charity he has ever endorsed and recommended with this level of enthusiasm, so it is evident High Country Puppy Rescue is doing wonderful work.

For more information on the rescue, El Portal or Steve Segner, please call 800.313.0017, or visit: [High Country Puppy Rescue](http://www.highcountrypuppyrescue.org/). [www.ElPortalSedona.com](http://www.ElPortalSedona.com).

**About El Portal Sedona Hotel**

El Portal Sedona Hotel is a pet friendly Sedona hotel where guests can enjoy Sedona and area in historic yet luxurious surroundings with their “best friend.” Each guest suite includes a private entrance, patio, fireplace, whirlpool bath and WiFi; featherweight cashmere blankets, luxury Egyptian cotton sheets, bath towels, premium down pillows and comforters for the ultimate in restful comfort. At this luxury inn guests have access to unique concierge services for Sedona and area. El Portal offers pet friendly Sedona accommodations with fenced pet patios.

**Contact Information:**

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