



# *News Release*

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## **CNL FINANCIAL GROUP CEO AND FOUNDER JAMES M. SENEFF, Jr. TO RECEIVE HORATIO ALGER AWARD**

(ORLANDO, Fla.) April 8, 2010 – James M. Seneff, Jr., CNL Financial Group founder and CEO, will be awarded the Horatio Alger Award, a prestigious honor bestowed upon Americans who have made remarkable achievements through hard work, honesty and perseverance. Seneff will be formally inducted into the Horatio Alger Association of Distinguished Americans on April 9 in Washington, D.C.

“We are delighted to induct James Seneff into the Horatio Alger Association and to honor his story of success in the face of significant struggle,” said David L. Sokol, president and CEO of the Horatio Alger Association. “We believe that adversity builds character, and James Seneff’s story is no exception. Seneff’s life story of strength, resolve and achievement is commendable, and he will help continue our mission of helping other young people achieve similar success.”

Seneff will be honored among 10 other recipients, including former Secretary of State Condoleezza Rice, former Chairman of the Joint Chiefs of Staff Gen. Tommy Ray Franks, and philanthropist and advertising executive Richard D. Holland.

Seneff launched CNL in 1973 with a \$5,000 loan from his father, and since then has built it into a company with a global business reach and a significant impact on education, the arts and the community in central Florida.

“I am tremendously grateful to be selected as an award recipient by the Horatio Alger Association,” said Seneff. “I heard Horatio Alger stories when I was growing up. His theme was that in this country, you can grow up in disadvantaged circumstances, but through hard work and taking advantage of the many opportunities America offers, you can be whatever you want to be. I am so pleased to be included with such a successful group of people.”

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Seneff was born in 1946 in Gary, Ind. His father, a World War II bomber pilot, first worked as a steelworker, and later in construction. At the age of seven, Seneff began to build a strong work ethic, helping his father with construction projects.

In 1968, Seneff graduated from Florida State University with a bachelor's degree in business. That same year, he was drafted into the Army and served for two years in Washington, D.C. and Vietnam. During his last days in Vietnam, he drafted a 50-year business plan that he still follows today, nearly 40 years later. In 1973, after settling in Orlando, Fla., Seneff launched CNL Financial Group. Since then, CNL and its affiliates have formed or acquired companies with \$24 billion in assets.

Seneff also has a deep commitment to encouraging and motivating others through education, entrepreneurship and leadership as well as the arts. Through CNL and his own private philanthropic efforts, Seneff has invested millions of dollars in vital community initiatives and organizations. In addition to an ongoing charitable commitment, Seneff serves as chairman of numerous community boards and takes an active role in shaping the future of Central Florida.

The 2010 members will receive their awards at the 2010 Horatio Alger Awards Induction Ceremonies. Activities include three days of meetings and celebrations in some of the nation's most historic buildings.

The Horatio Alger national scholars, remarkable high school seniors who have excelled despite adversity, will also be formally honored during the three-day gathering. These students include four from Florida, who will each receive a Horatio Alger National Scholarship worth \$20,000 to fund their college education.

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A complete list of all of the Horatio Alger Members is online at

<http://www.horatioalger.org/members.cfm>.

### **About The Horatio Alger Association**

Founded in 1947, the Horatio Alger Association of Distinguished Americans continues to fulfill its mission of honoring the achievements of outstanding individuals in our society who have succeeded in spite of adversity and of encouraging young people to pursue their dreams through higher education. The Horatio Alger Association offers three annual scholarship programs: the National Scholarship Program, State Scholarship Programs, and Graduate Grants. The association awards nearly \$7 million annually in college scholarships and has given more than \$70 million to deserving students since 1984. The association is a 2009 Combined Federal Campaign participant, ID# 77062. For more information, please visit [www.horatioalger.org](http://www.horatioalger.org).

### **About CNL Financial Group**

Orlando-based CNL Financial Group, Inc. is one of the largest privately owned real estate investment and development companies in the country. Over the past 36 years, CNL and/or its affiliates have formed or acquired companies with more than \$24 billion of real estate properties including office, industrial, restaurant, retail, hotel and resort, retirement, healthcare, lifestyle and community developments.

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