



*"College Meets Corporate"*

## **Senior Internship Profile Sheet**

**NAME: TRACI CORNWELL**

**MAJOR: TOURISM AND HOSPITALITY MANAGEMENT**

**E-MAIL: TRACI.CORNWELL@TEMPLE.EDU**

### LOCATION:

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Agency — Garden of Dreams (Non-Profit)  
City — New York City  
State — New York

### DIVISION:

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Department — Community Relations  
Position — Intern

### INTERNSHIP GOAL:

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To understand the key skills that go into planning, developing and implementing an event for a non-profit organization.

### PRIMARY RESPONSIBILITIES:

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1. Working closely with all areas of Madison Square Garden, including the New York Knicks, Rangers, Liberty, MSG Media, MSG Entertainment and Fuse "to make dreams come true for kids in crisis."
2. Contacting current and new sponsors to create a tie with garden of dreams. The goal is to obtain merchandise, tickets, donations which go directly to children in need.
3. Meeting and developing relationships with children with a crisis to create an event or experience that is meaningful to them.