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The Roosevelt Hotel, NYC, Excels in Social Networking

NEW YORK – Jan. 6, 2009 – With the ongoing expansion of social media and trending topic hype, The Roosevelt Hotel, NYC, raises the bar for two-way brand communication. To keep consumers abreast of current promotions, specials and upcoming events, The Roosevelt Hotel is proud to announce active involvement on social media forerunners Facebook and Twitter as well as the hotel's blog and various Web sites.

Kelli Crean, recently named e-commerce manager, heads up all social media initiatives for the legendary landmark hotel. Crean has already launched multiple campaigns promoting The Roosevelt Hotel and mad46, and cleverly utilizes social media to spread the word about job openings within the hotel. Additionally, Crean uses The Roosevelt Hotel's social media outlets to give customers a behind-the-scenes look at the hotel and its staff, as well as happenings in the city of New York.

Recent consumer initiatives included Twitter contests awarding trivia winners' history-making hotel rates ranging from \$18.58 to \$85/night for The Roosevelt Hotel's 85th anniversary and then again for Teddy's Birthday, the hotel's namesake. The Roosevelt Hotel generated much buzz about its rooftop lounge, mad46, through new social media tactics. Fans of mad46 were encouraged to sign up for exclusive promotional text messages, which entered them to win prizes such as a free iPod. The lounge also featured a spirits special for their lucky 500th Twitter follower. Furthermore, a "Name of the Night" initiative was promoted through social media offering weekly drink specials to lucky guests having the name of the night.

Another recent social media effort was a "Name Our Bar" contest that was featured on The Roosevelt Hotel's own city authority blog, TheNYKnow.com, in which entrants were invited to suggest a name for a new bar opening at the hotel in early 2010. The winner has the chance to be hosted as a special guest at the grand opening, have their name etched on a barstool and receive tickets to a Broadway show, all while enjoying a free two-night stay.

From buzz-worthy bar openings and historic hotel celebrations, to daily drink specials and discounted airfare alerts, The Roosevelt Hotel's trendy social media initiatives are closing the gap between the hotel's authentic New York feel and its new world social technology. To learn more about The Roosevelt Hotel's social media efforts, visit the hotel on Twitter at www.twitter.com/RooseveltNYC or www.twitter.com/mad46 and on Facebook at www.facebook.com/RooseveltNYC or www.facebook.com/mad46.

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ABOUT THE ROOSEVELT HOTEL

Deemed Grand Dame of Madison Avenue since 1924, The Roosevelt Hotel New York City is located right in the thick of things -- steps from Fifth-Avenue shopping. Offering 1,015 guestrooms, its historic heritage is reflected in the meticulously restored interiors, designed to capture the original architecture and offer modern-day amenities. From April to October, The Roosevelt Hotel's rooftop lounge, mad46 welcomes guests and New Yorkers alike to enjoy an unsurpassed Midtown view atop the 19th floor above the hustle and bustle of the "city that never sleeps." Stay current with up-to-date information from The Roosevelt Hotel by checking the hotel's blog at www.TheNYKnow.com.