



LOEWS SANTA MONICA BEACH HOTEL CELEBRATES MOTHER'S DAY WITH SPECIAL GIFT FOR LOCAL SCHOOLS

LOS ANGELES (April 20, 2010) – Loews Santa Monica Beach Hotel is proud to celebrate Mother's Day with a special brunch that feeds the body as well as the mind. The hotel is honoring moms with a \$20 DonorsChoose.org gift card, which can be used to fund educational projects for public schools in need. Distributed at the hotel's Mother's Day Buffet, this special gift will enable moms to support specific school projects that are most meaningful to them.

Loews Santa Monica Beach Hotel's Mother's Day Champagne Brunch will take place from 11 a.m. to 3 p.m. in the oceanfront Ocean & Vine restaurant. Executive Chef Keith Roberts will offer made-to-order omelets and waffles, eggs Benedict with applewood smoked bacon, assorted sushi and raw-bar selections, a grill and carving station, Farmers' Market fruits and vegetables, California artisan cheeses and bread, and a lavish dessert display. The cost is \$72 for adults and \$36 for children 12 and under. For reservations, please call 310-576-3180 or visit www.loewshotels.com/santamonica.

DonorsChoose.org is a nonprofit Web site that provides a forum for public school teachers to post classroom needs and special project requests, such as books, art supplies or transportation fees for class trips. Individual donors are then able to go online and fund their projects of choice. As the first hotel partner for DonorsChoose.org, Loews Hotels plans to raise awareness for the charity through onsite events and brand wide promotions with the ultimate goal to raise \$200,000 in 2010 alone. All 18 Loews Hotels in the U.S. and Canada plan to offer the \$20 gift cards on Mother's Day.

About DonorsChoose.org

Founded in 2000, DonorsChoose.org is a nonprofit website where public school teachers describe specific educational projects for their students, and donors can choose the projects they want to support. After completing a project, the donor hears back from the classroom they supported in the form of photographs and student thank-you letters.

To date, 125,000 public and charter school teachers have used the site to secure funding for \$51.5 million in books, art supplies, technology, and other resources that their students need to learn. Through www.DonorsChoose.org, individuals from all walks of life have helped 3.2 million students, the majority from low-income areas.

About Loews Santa Monica Beach Hotel

Opened in 1989 as the first beachfront hotel in Los Angeles, Loews Santa Monica Beach Hotel is located steps from the famous fitness paths and outdoor parks that run along the Santa Monica shoreline. Hotel amenities include 342 spacious guestrooms and suites, three restaurants and lounges, Ocean Spa & Fitness, 17,000 square feet of meeting space and immediate proximity to Santa Monica's premier attractions. For more information, please call 310-458-6700, 800-23-LOEWS or visit www.loewshotels.com/santamonica.

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