



## **Baby Loves Disco Brings Superhero Dance Party To Loews Santa Monica Beach Hotel This Summer**

**SANTA MONICA, CA (April 29, 2011)** – [Baby Loves Disco](#), an internationally-acclaimed dance party featuring music, dancing and fun-filled activities for parents and their young children, is coming to Loews Santa Monica Beach Hotel on July 29, 2011.

Birthered five years ago in a Philadelphia nightclub, Baby Loves Disco has grown into an international phenomenon. It's not the average play group, and big purple dinosaurs are banned. Baby Loves Disco features real music spun and mixed by real DJs guaranteed to get little booties moving and grooving. The party continues in Los Angeles as hundreds of parents, grandparents and kids will bop and play at the family-friendly Loews Santa Monica Beach Hotel.

"Baby Loves Disco is a great experience for families which syncs perfectly with Loews Hotels' Loews Loves Kids program," said Lark-Marie Anton, Loews Hotels' Vice President of Public Relations. "This will be a summer to remember and we are excited Baby Loews Disco will be part of the fun!"

The event will rock with special superhero DJs and MCs, dance instruction, big video screens, super contests and surprises at every turn. At its core, each event retains the patented mix of Baby Loves Disco magic that has helped connect a worldwide community of moms, dads and kids of all nations, of all colors and all walks of life, all in the name of dance (and fun!).

Baby Loves Disco takes place on Friday, July 29, from 5 to 8 p.m. at Loews Santa Monica Beach Hotel (1700 Ocean Avenue, Santa Monica, CA 90401). The cost to attend is \$20 per ticket or \$60 for a family of four. Proceeds will support local schools in need through the official charity of Loews Hotels, DonorsChoose.org, a web-based not-for-profit that provides essential classroom tools to teachers across the country. For tickets or more information, please visit <http://www.babylovesdisco.com/events>.

### **About Loews Hotels & Resorts**

Loews Hotels takes the job of entertaining traveling families seriously. The company, which is well-known for its innovative guest service programs and imaginative approach to everything from food to family pets, offers Loews Loves Kids, a branded initiative addressing the practical and playful aspects of traveling with children and teenagers. It features everything from gift bags with toys on arrival, a Kid Kloset (a go-to spot filled with practical and playful travel necessities, such as games, books, car seats, strollers, night lights, potty seats, baby bath tub, baby blankets, and outlet protectors), and trans-fat-free children's menus. For reservations or more information on Loews Santa Monica Beach Hotel, call 1-800-23-LOEWS or check [www.loewshotels.com/santamonica](http://www.loewshotels.com/santamonica).

### **About Baby Loews Disco**

Baby Loves Disco is an afternoon dance party featuring real music spun and mixed by real DJs, blending classic disco tunes with the latest G-rated dance tracks, all guaranteed to get little booties moving and grooving. An international sensation since its founding six years ago by two parents in Philadelphia, Baby Loves Disco now brings parents and kids together to groove at all kinds of venues. Last year's 45-city

Baby Loves Disco Lemonade Tour of 2010 raised awareness and funds for Alex's Lemonade Stand, the children's cancer charity. In recognition of the global reach of Baby Loves Disco, [Babble.com](http://Babble.com) chose co-founder Heather Murphy Monteith as one of the top 50 "Mompreneurs" in the country. Co-founder Hurwitz was also recently featured in the "Dads Hall of Fame" (just above Brad Pitt) in [Parents' magazine](http://Parents' magazine).

**About DonorsChoose.org**

Founded in 2000 by a social studies teacher in the Bronx, 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. Requests range from pencils for a poetry writing unit, to violins for a school recital, to microscope slides for a biology class. In the past ten years of operation, residents of 50 states and 10 countries have funded nearly 200,000 student projects, channeling more than \$82 million in resources to over 4.8 million students.

**Regularly updated information and advance tickets for local events are available at**

**[www.babylovesdisco.com/events](http://www.babylovesdisco.com/events):**

**Photos are available upon request.**

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**Anne Stephany**

*Director of Public Relations - California*

[Loews Hotels](http://Loews Hotels)

4000 Loews Coronado Bay Road

Coronado, CA 92118

619-424-4416 (direct line)

619-424-4496 (fax)

[astephany@loewshotels.com](mailto:astephany@loewshotels.com)