



BE A FREE SPIRIT DURING THE SUMMER OF LOEWS

NEW YORK (May 10, 2011) – For anyone who actually experienced the “Summer of Love,” or simply heard about it, it’s legendary for its spirit of freedom and fun. That sense of liberation is recaptured during the *Summer of Loews*, as guests are enticed to “Come Invent Your Day.”

From May 19 through September 9, Loews concierges will become personal counselors, guides and gurus to help custom-craft a summer experience that’s as unique as each and every guest.

“Resort or city, land or sea, jam-packed or laid-back, everything there is to offer in and around all Loews Hotels is there for the choosing,” said Nancy Mendelson, Senior Vice President Branding & Communication. “Guests can chill out in a lounge chair, at the bar, or with a complimentary ice cream snack when the bell rings in the afternoon...that’s what *Summer of Loews* is all about – freedom and fun!”

To kick-off summer, Loews Hotels is offering a 20 percent discount on summer rates from 2 p.m. EST May 19th to 11:59 p.m. EST May 20. Reservations can be made online at www.loewshotels.com; some restrictions may apply.

Retro Food & Beverage

Even a free spirit needs to be nourished, so the chefs at Loews have created special menus that capture all the flavors of summer, like BBQs with all the “fixins” to Haute Dogs that elevate the casual dining experience. Some uniquely local inventions include the Sonoran Haute Hot Dog with bacon, guacamole and pinto beans served at Loews Ventana Canyon in Tucson, or a true New York classic, the Coney Island Haute Dog with chili, yellow mustard and Vidalia onion, served at the Loews Regency Hotel.

Guests can beat the heat and “skinny dip” with skinny cocktails and healthy dip, that is, such as homemade hummus dip with pita chips and sliced cucumber paired with a low-calorie Cruzan Blueberry Mojito. Or, for an indulgence, guests can treat themselves to a classic summer dish of a lobster roll and a cold beer.

To help guests chill out, ice cream will be served from the roving cart, plus restaurant menus will feature a variety of dessert delights including the option to ‘Invent Your Sundae’ with many toppings to choose from.

Summer of Loews will also feature complimentary signature (non-alcoholic) cocktails such as the Agave Margarita served daily in the lobby. Guests looking for a splash of fun will be charged at the bar if they’d like to add liquor.

Live For Today & Play To Win

Throughout the Summer of Loews, guests can truly live in the moment and get their “groove” on with special experiences for every age.

Baby Loves Disco, an internationally-acclaimed dance party for families with young kids, will make a stop at 12 Loews Hotels on their 2011 SuperHero Tour also presented by H&M. Little ones and their parents can get down to sounds from the ‘70s and ‘80s, play games, savor healthy

snacks and enjoy good times while supporting community schools through www.DonorsChoose.org, the official charity of Loews Hotels. Donors Choose is a web-based not-for-profit that provides essential classroom tools to teachers across the country. For details on events, dates and times visit <http://www.babylovesdisco.com/events>.

It's game on, as guests of all ages can get 'In It To Win It' to test their skills, speed and stamina with games in the lobby of city hotels or poolside at resorts. Challenges like 'Block Head', where competitors stack Fisher-Price blocks onto a frisbee balanced on their heads to spell L-O-E-W-S, or a competitive game of paddle ball will offer a chance to win fabulous prizes including a Grand Prize Vacation of a Lifetime at any Loews Hotel.

Social Phenomenon

Not at Loews Hotels? Not a problem. Fans and followers can experience *Summer of Loews* vicariously through Facebook, Twitter and the new Loews Hotels YouTube channel and share summer highlights through the "How Loews Can You Go?" Facebook photo contest for a chance to win a Loews Vacation of a Lifetime. Simply visit www.Facebook.com/LoewsHotels and submit a photo that captures the essence of the "How Loews Can You Go?" caption.

For more information about Loews Hotels Summer of Loews experiences and special offers or to make a reservation at Loews Hotels, call 1-800-23-LOEWS or visit www.loewshotels.com.

ABOUT LOEWS HOTELS

Headquartered in New York City, Loews Hotels owns and/or operates 18 hotels and resorts in the U.S. and Canada, including the newest 414-room Loews Atlanta Hotel opened April 1, 2010. Located in major city centers and resort destinations from coast to coast, the Loews portfolio features one-of-a-kind properties that go beyond Four Diamond standards to delight guests with a supremely comfortable, uniquely local and vibrant travel experience. Loews boasts some of the industry's most innovative and successful travel programs, including Loews Loves Kids for families and Loews Loves Pets for discerning animals on the road. For reservations or more information on Loews Hotels, call 1-800-23-LOEWS or check www.loewshotels.com.

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Watch us on **YouTube** at www.youtube.com/LoewsHotels.

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.

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CONTACT:

Lark-Marie Anton
Loews Hotels
(212) 521-2779
lanton@loewshotels.com

Gina Sisco
Redpoint Marketing PR, Inc.
(212) 229-0119
sisco@redpointpr.com

