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FUNDRAISER HITS RECORD NUMBERS AT CROWNE PLAZA TYSONS CORNER!

TYSONS CORNER, VA (May 30, 2008) – Last month the Crowne Plaza Tysons Corner was host to the annual Brides Against Breast Cancer Dress Sale fundraiser for the Making Memories Breast Cancer Foundation. “We raised \$53,000.00 this year in Tysons Corner,” stated Allison Caudle, National Tour Coordinator for the organization. “We are very excited to report that this is the largest amount ever raised in this area. We look forward to returning next year!” Gown prices ranged from \$99 to \$799 with a wide variety of designer and couture gowns valued up to \$15,000 available at a 25% to 75% savings. Brides to be that already had gowns for their big day were at the event volunteering.

“We were honored to be the host to this fine event,” said Trish Drews, General Manager of the Crowne Plaza Tysons Corner. “As a landmark hotel in the area, we feel it’s vital that we give back to the community where we live and work.” The hotel donated their entire ballroom for the four day fundraiser, VIP opening cocktail reception and guest rooms for out of town attendees.

Brides Against Breast Cancer gown sales continue to be an important fund-raising event for Making Memories Breast Cancer Foundation. Their 32 yearly shows provide brides-to-be with a unique opportunity to find their dream gowns at an incredible savings, while making wishes and dreams come true for women and men who are losing their fight against breast cancer.

“The hotel would be pleased to support this great cause again next year,” stated Drews. “All the hotel’s team members were honored to act as host and support Brides Against Breast Cancer. It’s yet another reminder that we stand behind our commitment to community outreach.” The hotel opened as a Holiday Inn and converted to the upscale Crowne Plaza brand last fall. “As the area has flourished, we have as well,” stated Drews. “It’s an exciting time in the hotel’s history. We are flattered by the great

feedback we have received from our guests about our exciting new enhancements.” Drews is a nineteen year veteran of the hotel.

The Crowne Plaza Tysons Corner participates in Priority Club[®] Rewards. With more than 31 million members, Priority Club Rewards is the first, largest and fastest-growing guest loyalty program in the hotel industry. Winner of the 19th Annual Freddie Awards hotel loyalty “Program of the Year” for two years in a row and named “Best Hotel Rewards Program in the World” by *Global Traveler* magazine, Priority Club Rewards offers more sought-after benefits and the greatest ease of use of any hotel loyalty program. Enrollment in Priority Club Reward is free. Guests can enroll by logging on at priorityclub.com, by calling 1-888-211-9874 or by inquiring at the front desk of any of IHG’s 3,700 hotels worldwide. Crowne Plaza was recently recognized by Lodging Hospitality magazine as one the industry’s top growing brands. As part of the InterContinental Hotels Group global portfolio, Crowne Plaza Hotels & Resorts has over 300 hotels in 54 countries, and are located in major urban centers, gateway cities and resort destinations.

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