

For Immediate Release

Kelly Cahill
610-254-7412
267-979-4668 (cell)
kcahill@btcmarketing.com

“RAIN, RAIN GO AWAY”...TO THE MELROSE HOTEL, DALLAS

DALLAS, Texas – (July 12, 2004) – With rainfall in the Dallas/Ft. Worth area reaching record numbers in the month of June, Christopher Alto, general manager of The Melrose Hotel, Dallas decided it was time for the rain to leave the people of Dallas alone and come spend some time with The Melrose. From now through Labor Day, anyone bearing a name having ANYTHING to do with rain or wet weather or even just plain water, will receive one night’s stay free with the purchase of a second night.

A record-setting 18 days of rainfall in Dallas during the month of June stranded people in their homes, cancelled numerous camps for anxious, just-out-of-school kids and left the residents of the Dallas/Ft. Worth-area feeling just plain “soppy”. The Melrose Hotel is looking to make it up to the residents of Dallas and the surrounding areas (and well to anyone looking for a nice getaway), by making the best of the rain and wet weather.

“It’s been a rough start to the summer for the residents of the Dallas/Ft. Worth area,” said Alto. “Rather than being upset about it, we saw it as the perfect reason for people to treat themselves to a couple of days away with their family or a romantic getaway for two. And all you have to do is show us why your name is somehow associated with water, rain or wet weather, in general.”

“And when we say your name can have ANYTHING to do with rain or water, we mean ANYTHING.”

A few examples:

Noah
Storm
Misty
Brooke
Chelsea (Old English for river landing/port)
Cari (Turkish for “flows like water”)
Marsh
Morgan (Gaelic for sea dweller)
Riverman, Riverside, River (as in Phoenix)
Basin
Shannon (a river in Ireland)

Rivers (as in Joan and Melissa or Phoenix)
Dylan (sea god)

That is just the tip of the “iceberg” (that one works, too) on the many names that would qualify for the free night. The complimentary night comes with the purchase of a second night at a rate of \$149 and is subject to availability. There are a limited number of rooms available each month. For more information on the offer and The Melrose Hotel, Dallas or to make a reservation, call 1-800-MELROSE or visit www.melrosehotel.com.

About The Melrose Hotel, Dallas

Rated an “excellent hotel” by the Zagat Guide, The Melrose Hotel, Dallas has 184 guest rooms including 21 suites. Located in the prestigious Oak Lawn/Turtle Creek section of Dallas, the hotel is a short ride from at Northpark Shopping Center. The original and award-winning Landmark Restaurant and Library Bar are located on the premises

About The Melrose Hotel Company

A subsidiary of Berwind Property Group, Ltd., Philadelphia, The Melrose Hotel Company was established in 2000 with the purchase of the historic Melrose Hotel in Dallas, Texas. The company continues steady growth with several subsequent acquisitions, including The Melrose Hotel, Washington D.C., The Westin Columbus in Columbus, OH and most recently, The Melrose Hotel in New York City. For more, visit www.melrosehotel.com.

The Melrose Hotel Company. Comfortable luxury in distinctive neighborhoods, at a very comfortable price.

#