



THE WALDORF ASTORIA COLLECTION™

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FOR IMMEDIATE RELEASE

**THE ROOSEVELT NEW ORLEANS AGAIN WILL PUBLISH
ROOSEVELT REVIEW MAGAZINE FOR GUESTS, ASSISTED BY
RENAISSANCE PUBLISHING**

NEW ORLEANS – June 04, 2009 – A fixture in every Roosevelt Hotel guest room throughout much of the 20th century, the popular *Roosevelt Review* magazine will return in October 2009, after The Roosevelt New Orleans opens in early July as a member of the world-famous Waldorf Astoria Collection.

The quarterly publication will highlight the hotel's history, the legendary Sazerac Bar and Blue Room, the new Domenica Restaurant by John Besh, the Guerlain Spa and other venues throughout the hotel. It also will include ads from local businesses and once again chronicle the entertainment and glamour that will accompany the landmark hotel's rebirth.

In addition, the magazine will serve as a go-to guide to other upcoming events at the hotel and throughout New Orleans and feature profiles on performers scheduled to visit the hotel during each quarter.

“Our goal is to return The Roosevelt with all of its glory and to reintroduce elegance and glamour to New Orleans,” said Mark Wilson, director of sales and marketing for hotel. “That includes the *Roosevelt Review*, which for decades was widely read both by hotel guests and visitors and by many in the community. The new design will reflect the classic format of the original publication from the 1940s and 1950s, with a modern twist, much like the hotel.”

Serving as publisher will be Renaissance Publishing LLC, also known for New Orleans Magazine, St. Charles Avenue Magazine, Louisiana Life, OnStage Magazine and New Orleans Bride.

“Visitors and others again will enjoy the kind of insight and information that made the original *Roosevelt Review* so wildly popular,” said Todd Matherne, CEO of Renaissance Publishing. “All of our titles bring New Orleans’ culture and lifestyle to life. The Roosevelt is a natural fit alongside our other publications.”

For more information about advertising in the *Roosevelt Review*, contact Kelley Faucheux, director of sales at Renaissance Publishing, at (504) 830-7223 or kelley@renpublic.com.

About The Waldorf Astoria Collection ^(TM)

The Waldorf Astoria Collection is a distinctive group of unique luxury hotels from the Hilton Family of Hotels, each indigenous to its destination and situated in key cities around the world. Home to world leaders, royalty and society's elite, The Collection's elegant assortment of hotels and resorts aims to provide affluent travelers with authentic, luxury experiences and unlimited opportunities for discovery. The Waldorf Astoria Collection is a member of Hilton's Luxury and Lifestyle Brands along with Waldorf Astoria and Conrad Hotels & Resorts. For more information on The Waldorf Astoria Collection, please visit: www.waldorfastoriacollection.com.

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