



THE WALDORF ASTORIA COLLECTION™

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**FOR IMMEDIATE RELEASE**

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**THE ROOSEVELT NEW ORLEANS LAUNCHES NEW WEB SITE AND BLOG  
DESIGNED FOR BOTH YESTERDAY AND TODAY**

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**NEW ORLEANS** – The Roosevelt New Orleans, a Waldorf Astoria Collection hotel, has launched both a Web site and a blog designed to bring the landmark property, currently undergoing a \$145-million historic restoration, back to life once again prior to its June 2009 opening.

The Web site at [www.therooseveltneworleans.com](http://www.therooseveltneworleans.com) provides an opportunity for visitors to book guest rooms and suites; obtain information about meeting and event rooms; plan weddings and receptions; explore the return of the legendary Blue Room and Sazerac Bar; and read about the Guerlain Spa, dining and entertainment opportunities, and the hotel’s rich history.

In addition, the hotel has launched a blog that allows readers to follow the hotel’s historic restoration, preview its rebirth, participate in discussions about experiences and memories associated with the hotel, and make the kinds of emotional connections that will help re-introduce The Roosevelt New Orleans as the Gulf South’s premiere grand-hotel destination.

The hotel’s blog site can be reached at [www.therooseveltneworleans.com/blog](http://www.therooseveltneworleans.com/blog).

“Many generations of visitors have come to The Roosevelt New Orleans because of its reputation for glamour, luxury and excitement,” said general manager Tod Chambers. “Now, as we plan for the hotel’s re-opening, this time as a Waldorf Astoria Collection property, we encourage visitors present and past to visit our sites to learn more and to share in our excitement.”

(more)

Add 1 – The Roosevelt New Orleans Web Site and Blog

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When The Roosevelt New Orleans reopens, it will offer 504 guest accommodations, of which 135 will be suites, and nearly 60,000 square feet of meeting and event space, including the spacious 20,000-square-foot Roosevelt Ballroom, 12,000-square-foot Crescent City Ballroom and 7,000-square-foot Waldorf Astoria Ballroom, along with 23 distinctive meeting and event rooms. The historic Roosevelt New Orleans, first opened as the Grunewald in 1893, once again will feature the famous Blue Room and the Sazerac Bar.

**About The Waldorf Astoria Collection**<sup>(TM)</sup>

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: [waldorfastoriacollection.com](http://waldorfastoriacollection.com).

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