



## FOR IMMEDIATE RELEASE

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### ROCK THE ROBE THIS OCTOBER!

#### ***Kimpton Celebrates 10<sup>th</sup> Anniversary of Signature Animal Print Robe with Wild Wine Hour and Giveaways All Month Long***

SAN FRANCISCO, September 26, 2011 – This October, Kimpton Hotels & Restaurants is encouraging travelers to embrace their wild side with a month-long celebration commemorating the tenth anniversary of its signature animal print robe, a playful perk available in giraffe, cheetah and zebra prints at hotels nationwide. Employees at Kimpton hotels across the country will *Rock the Robe* during a special wine hour and offer guests the opportunity to bundle up and get cozy with fun-filled events and giveaways such as:

- Wild Wine Hour – On Oct. 1, Kimpton hotels will extend its nightly hosted wine reception for an additional hour and invite guests to strut their Kimpton spirit by wearing their animal print robes to wine hour. In addition, Kimpton hotels will raffle off robes to take home during wine hour.
- Facebook Freebies – Facebook followers that “like” Kimpton can participate in a month-long *Rock the Robe* sweepstakes to win one of three animal print robes – giraffe, zebra and cheetah – that will be given away each week throughout the month of October.
- “I Want My Warm Fuzzy” Giveaway – To kick off the celebration, on the first Friday in October, Kimpton will give away animal print robes to the first 10 people on Twitter that tweet “I want my warm fuzzy,” using the hashtag #rocktherobe.
- KimptonStyle it Up! –Travelers that miss out on Twitter and Facebook can take advantage of a 30 percent discount on all animal print robes for the month of October on [KimptonStyle.com](http://KimptonStyle.com).

“This fun twist on our plush in-room robes is just one of the many ways we encourage our guests to connect with their inner child when they stay with us,” said Niki Leondakis, president and chief operating officer at Kimpton. “We know that travelers appreciate the thoughtful care and playful spirit they find at our hotels and restaurants.”

Kimpton’s signature cheetah print robe is an incredibly soft, sheared loop terry in 100 percent Turkish ring-spun cotton. The robe is available for purchase year-round in leopard, zebra and giraffe prints on [www.KimptonStyle.com](http://www.KimptonStyle.com) for \$90.

To learn more about Kimpton Hotels & Restaurants or to participate in *Rock the Robe* sweepstakes and giveaways, please visit [www.KimptonHotels.com](http://www.KimptonHotels.com), [www.Twitter.com/Kimpton](https://www.Twitter.com/Kimpton), [www.Facebook.com/Kimpton](https://www.Facebook.com/Kimpton) or [www.LifeisSuite.com](http://www.LifeisSuite.com).

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#### **ABOUT KIMPTON HOTELS & RESTAURANTS**

San Francisco-based Kimpton Hotels & Restaurants, a collection of boutique hotels and chef-driven restaurants in the US, is an acknowledged industry pioneer and was the first to bring the boutique hotel concept to America. Celebrating its 30th anniversary in 2011, Bill Kimpton founded the company in 1981 and today it is well-known for making travelers feel welcomed and comfortable while away from home through intuitive and unscripted customer care, stylish ambience and having a certain playfulness in its approach to programs and amenities. Adjacent to the hotels are locally-loved, top-rated, destination Kimpton restaurants. Kimpton leads the hospitality industry in ecological practices through its innovative EarthCare program that spans all hotels and restaurants. Market Metrix, a recognized authority and leader in feedback solutions, consistently ranks Kimpton above other hotel companies in luxury and upper upscale segments for customer satisfaction. Privately held Kimpton operates 53 hotels and 53 restaurants in 23 cities. For more information visit [www.KimptonHotels.com](http://www.KimptonHotels.com) or call 1-800-KIMPTON.