

## For Immediate Release

# Starbucks Comes to Crowne Plaza Downtown FREE COFFEE TOMORROW!

*As part of its ongoing \$14 million renovation, the new Crowne Plaza Downtown celebrates the Grand Opening of Kansas City's Newest Starbucks; **FREE Coffee Thursday, March 12 6:00 a.m. to 8:00 p.m.; First 200 visitors receive a \$5 Starbucks Gift Card!***

**Kansas City, Mo.—March 11, 2009**—The Crowne Plaza hotel here invites all businesses and residents to attend its Grand Opening Celebration of downtown Kansas City's newest Starbucks, located at 1301 Wyandotte Avenue just off the hotel main lobby. From **6:00 a.m. to 8:00 p.m. March 12**, all visitors will receive a complimentary House Blend Coffee courtesy of The Hotel Group (THG), the Seattle-based owner and manager of the 385-room hotel. The Crowne Plaza Starbucks officially opened on March 2.



As part of the event, KCJK 105.1 radio's Nycki Pace of the Jack's Big Breakfast show will broadcast LIVE from the Crowne Plaza Starbucks location. The first 200 visitors will receive a \$5 Starbucks gift card, redeemable at any Starbucks location. In addition, visitors are encouraged to participate in a several prize drawings, including a \$25 gift card, a complimentary weekend night stay, and dinner for two in the hotel's City Grille restaurant.

The Crowne Plaza Starbucks will be open 6:00 a.m. to 8:00 p.m. Monday through Saturday, and from 7:00 a.m. to 6:00 p.m. on Sunday. Dedicated Starbucks parking is *FREE* for up to 30-minutes. The hotel is located in the heart of downtown Kansas City's Power & Light Entertainment District adjacent to the Bartle Hall Kansas City Convention Center.

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"We are very excited to bring a much-needed Starbucks to the downtown Kansas City central-business district," said Matt Rutigliano, hotel General Manager. "This nationally-recognized brand brings great value to the market, comprised mainly of Fortune 1000 companies, and it gives our guests and the local community a place to meet and greet, connect to the Internet, and simply enjoy some of the best coffee around."

### **Renaissance in the making**

Douglas Dreher, President of The Hotel Group, said he is very proud to be investing in downtown Kansas City, which like the Crowne Plaza, also is undergoing a transformation. In addition to the \$14 million renovation investment THG has made to update the facility, public and private improvements to the area adjacent to the hotel will exceed \$4.5 billion and will include an eight-block entertainment district.

"The revitalization of downtown Kansas City is very exciting and we are thrilled to be part of its renaissance," Dreher said. "The Kansas City Power & Light District surrounding the Crowne Plaza has helped turn this area into a 24-hour-a-day entertainment destination that is sure to draw many visitors to our hotel. The new state-of-the-art Sprint Center sport and entertainment complex, The College Basketball Experience, new National WWI Museum at Liberty Memorial, and the nationally acclaimed Nelson-Atkins Museum of Art all are major contributions to making Kansas City a dynamic travel destination.

"We look forward to reintroducing our landmark downtown hotel to the community officially later this summer as a first class, full-service hotel which will remain a prominent part of the downtown Kansas City skyline," he added.

The Crowne Plaza Kansas City Downtown features nine spacious, high-tech meeting rooms, an outdoor seasonal pool, fitness center, restaurant and lounge. Guestrooms are equipped with free high-speed wireless Internet access and spacious work desk.



"We look forward to seeing everyone at the Grand Opening of the Crowne Plaza Downtown Starbucks this week, as we are certain that it will quickly become a favorite meet-and-greet Kansas City hot spot," said Lara Latture, THG executive vice president. "So come on down Thursday March 12 – the coffee is on us!"

For more information on the Crowne Plaza Kansas City Downtown, visit [www.crowneplaza.com/kansascitydwtwn](http://www.crowneplaza.com/kansascitydwtwn) or direct at 816-474-6664.

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### **About The Hotel Group**

*THG is a nationally recognized Top 40 hotel company and currently manages and/or owns 24 properties in 9 states, representing 13 brands and employs more than 1,300 people. Since its inception in 1984, THG has managed more than 100 properties in 20 states, directed the design and construction of 30 new hotels, completed the acquisition of more than \$125 million in private investment as the sponsor of Hotel Group Opportunity Funds I, II, III and IV. For more information, visit [www.thehotelgroup.com](http://www.thehotelgroup.com) or call 425-771-1788.*