

FOR MORE MEDIA INFORMATION:
DANNA MILLER/TIFFANY PRITCHETT
THE ZIMMERMAN AGENCY • 850.668.2222
DMILLER@ZIMMERMAN.COM

CALLING ALL BASEBALL DIEHARDS

THE ROOSEVELT HOTEL IN NEW YORK CITY LAUNCHES ‘FOR LOVE OF THE GAME’ EXPERIENCE

NEW YORK- June 24, 2009- Baseball season is in full swing and in celebration of the new CitiField and Yankee Stadium, The Roosevelt Hotel in New York City is offering a **For Love of the Game** experience. Starting at \$215, now through the end of baseball season, The Roosevelt Hotel provides guests with everything they need for the ultimate all-American baseball weekend.

The Roosevelt Hotel’s **For Love of the Game** package ‘covers all bases’ from an exclusive pre-game tour of the stadium and FREE ticket advice, to an NYC food tour and accommodations at The Roosevelt Hotel in Midtown Manhattan.

FOR LOVE OF THE GAME

- Pre-Game Tour of The Stadium
- Ticket Advice Service
- Insider’s NYC Food For Fans Tour
- Baseball for Signing
- Accommodations at The Roosevelt Hotel
- Three-Day Metro Card

Tour participants will receive ticket advice prior to arriving in NYC to ensure knowledgeable ticket purchases. Guests determine their seating and price range preferences and experts will help make ticket arrangements to best meet the fans needs.

Upon arrival in New York City, guests will check into the historic Roosevelt Hotel, built in 1924, only a year after the original Yankee Stadium and 40 years before Shea Stadium. As visitors enter their rooms, they will find meticulously restored interiors, designed to capture the original architecture while also offering modern-day amenities. Their rooms will come fully equipped with daily metro cards and a baseball for signing.

For Love of The Game participants will then meet up with their all-knowing baseball tour guide who will take them around the city like any authentic New Yorker would travel, by subway. The fans and ‘foodies’ will nosh their way through the city with the Food For Fans Tour, allowing for a taste of real New York that visitors would not have found otherwise.

After the Food For Fans tour, baseball enthusiasts will journey to a pre-game tour of CitiField or Yankee Stadium to get a behind the scenes look from season ticket holder tour professionals who will share a wealth of knowledge about New York baseball and the stadium's history.

Fans are then free to attend the baseball game of their choice with their professionally arranged seats. They will enjoy the game with a new respect and knowledge of the stadium, the players, and the best ballpark offerings.

To partake in the **FOR THE LOVE OF THE GAME** experience, call **The Roosevelt Hotel** toll-free at **(888) TEDDY-NY** or visit www.theroosevelthotel.com.

*Rate of \$215 per person and \$271 per group of two; Offer valid through Sept. 8, 2009 for a one-night stay in a superior room. Rate of \$255 per person and \$311 per group of two; Offer valid through Oct. 4, 2009 for a one-night stay in a superior room.

Maximum two people per room. Tax and gratuity not included. Advanced reservations required. Rate non-transferable. Offer not available in combination with other offers. Baseball tickets not included and based upon availability.

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About The Roosevelt Hotel and mad46:

Deemed Grand Dame of Madison Avenue since 1924, The Roosevelt Hotel New York City is located right in the thick of things -- steps from Fifth-Avenue shopping offering 1,015 guestrooms. The Roosevelt Hotel's rooftop lounge, mad46 welcomes guests and New Yorkers alike to enjoy an unsurpassed Midtown view atop the 19th floor above the hustle and bustle of the "city that never sleeps." Stay current with up-to-date information from The Roosevelt Hotel by checking the hotel's blog at www.TheNYKnow.com.