

**GUESTS OF THE ROOSEVELT HOTEL, NYC ENJOY A SPECIAL
“FRIENDS, FAMILY AND FLOATS” RATE FOR MACY’S THANKSGIVING DAY PARADE**

NEW YORK – Oct. 21, 2009 – With the holiday season approaching, guests are invited to take part in a timeless tradition as the Macy’s Thanksgiving Day Parade marches through the streets of Manhattan. As more than 2.5 million people flock from all over to watch the most spectacular holiday celebration in the world, The Roosevelt Hotel, NYC embraces the cheerful spirit by offering the FRIENDS, FAMILY AND FLOATS rate starting at \$269 per night, including superior accommodations and breakfast for two, from Nov. 22 – Nov. 27, 2009.

After settling in to historic accommodations at The Roosevelt Hotel, bright-eyed enthusiasts line the streets to watch the highly anticipated Macy’s Thanksgiving Day Parade. Complete with traditional favorites such as “Tom the Turkey” and “Snoopy,” to newcomers including the “Balloonicle” and “Horton the Elephant,” the parade is just one of the many reasons Thanksgiving is a wonderful time to visit NYC. Poised just a short stroll from the parade route, The Roosevelt Hotel makes the experience as smooth as sweet potato pie.

As Thanksgiving kicks off the holiday months, the city transforms into a winter wonderland from the giant tree at Rockefeller Center, to spectacular window displays at Barneys, Saks Fifth Avenue and more. Even Grand Central Station adds to the holiday cheer with a kaleidoscope of holiday images illuminating the famous Sky Ceiling of Grand Central Terminal.

Highly esteemed as a shopping capital of the world, famous Fifth Avenue is conveniently located just steps away from The Roosevelt Hotel. Flaunting everything from FAO Schwarz and Bloomingdales, to Louis Vuitton and Prada, eager holiday shoppers are sure to find something for everyone on their list -- maybe even a little something for themselves. After an exciting day in the Big Apple, guests return to The Roosevelt Hotel where they can choose to indulge in an authentic Thanksgiving feast at the delectable Roosevelt Grill or enjoy world-class holiday spirits at Madison Club Lounge.

For more information, call The Roosevelt Hotel toll-free at **888-TEDDY-NY** or visit **www.theroosevelthotel.com**.

*Offer valid for stays during the dates of Nov. 22 – Nov. 27, 2009 only, offer based on single or double occupancy, subject to change, includes breakfast for up to two people. Tax and gratuity for breakfast included in rate. Overall package price excludes tax. Advanced reservations required. Rate non-transferable. Offer not available for groups or previously contracted groups. Cannot combine with any other offers. Limited supply of rooms. Offer based on availability.

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ABOUT THE ROOSEVELT HOTEL

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, its historic heritage is reflected in the meticulously restored interiors, designed to capture the original architecture and offer modern-day amenities. 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.