

FOR MORE MEDIA INFORMATION:  
TIFFANY BELL/ALLISON CORY  
THE ZIMMERMAN AGENCY • 850.668.2222  
TBELL@ZIMMERMAN.COM

## **The Roosevelt Hotel, NYC, Launches New Web Site**

NEW YORK – Feb. 1, 2010 – The legendary Roosevelt Hotel, located in Midtown Manhattan, announced today the launch of a newly designed Web site, [www.theroosevelthotel.com](http://www.theroosevelthotel.com). As a primary information source for guests and fans alike, the new site boasts up-to-the minute news, social media features and an e-concierge service, as well as a simplified booking feature.

With the revamped user-friendly design touting seven different translation options, visitors can easily navigate through the many new features offered on the Web site, such as a link to the hotel's informative blog, [www.thenyknow.com](http://www.thenyknow.com), and an eBrochure containing important hotel information for guests and meetings planners alike. The online concierge service assists future guests in personalizing their trip to the Big Apple and with the enhanced booking capabilities from anywhere on the site, making a reservation has never been so easy. Site surfers will also be among the first to hear about exciting promotions, packages and specials offered exclusively online.

For more information, call The Roosevelt Hotel toll free at **888-TEDDY-NY** or visit the revamped site at **[www.theroosevelthotel.com](http://www.theroosevelthotel.com)**.

###

### **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. From April to October, The Roosevelt Hotel's rooftop lounge, mad46 welcomes guests and New Yorkers alike to enjoy an unsurpassed Midtown view atop the 19<sup>th</sup> 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](http://www.TheNYKnow.com).