

THE ROOSEVELT HOTEL, NEW YORK CITY INTRODUCES VANDER BAR™

NEW YORK – Feb. 4, 2010 – The Roosevelt Hotel in Midtown Manhattan is thrilled to unveil Vander Bar™, the newest addition to the legendary landmark hotel, set to open April 2010. Named by the winners of the “Name Our Bar” contest, Vander Bar™ is located on the street level of the historic Midtown Manhattan hideaway on the corner of Vanderbilt and 45th.

Offering a relaxed environment for locals, Vander Bar™ is perfect for stopping in on the way to catch a train at the neighboring Grand Central Station, located just steps away. In addition to a full bar, the hotel’s newest establishment presents a wide variety of beers on tap, as well as a menu offering light palate-pleasing bites for happy-hour enthusiasts. Serving as an unpretentious after-work hideaway, visitors can easily access the bar through a separate 45th Street entrance.

On a quest to find the perfect name, the hotel launched a “Name Our Bar” contest in November 2009, encouraging guests and friends of the hotel to submit their suggestions for the new bar’s name. After competing with more than 1,500 entries, the winners of the contest, Victor Anderson, Lucile Anthony, Christine Kepakis, Parker Lawrence and Michael Smith, not only earned major bragging rights, but will also receive special VIP treatment at the upcoming Grand Opening party where their names will honorably be inscribed on bar stools. The five minds behind the winning name will each enjoy a two-night stay for two in a suite at The Roosevelt Hotel, delectable daily breakfast at The Roosevelt Grill and a pair of tickets to one of New York’s hottest Broadway shows.

For more information on The Roosevelt Hotel’s new bar, Vander Bar™, call The Roosevelt Hotel toll-free **888-TEDDY-NY** or visit **www.theroosevelthotel.com**.

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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. Stay current with up-to-date information from The Roosevelt Hotel by checking the hotel’s blog at www.TheNYKknow.com.