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## **THE ROOSEVELT HOTEL, NEW YORK CITY INTRODUCES VANDER BAR™**

NEW YORK – Feb. 23, 2010 – The Roosevelt Hotel in Midtown Manhattan is thrilled to unveil Vander Bar™, the newest addition to the legendary hotel, set to open by April 2010. Named by the winners of the “Name Our Bar” contest, Vander Bar™ is located on the street level of the Midtown Manhattan hideaway on the corner of Vanderbilt and 45<sup>th</sup> and will open its doors Monday through Friday from noon until 9 p.m.

Offering a relaxed environment for locals, Vander Bar™ is perfect for stopping in during lunch, after work or 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 for happy-hour enthusiasts, as well as a menu offering light palate-pleasing bites ranging from the melt-in-your-mouth Mini Lobster Rolls to tempting Beef Tacos complete with avocado, queso and jalapenos. More “spirited” signature enticements include The Blackberry, a vodka infused favorite named in honor of one of Midtown’s favorite toys and the Madison Avenue Mai Tai, complete with fresh lime and pineapple garnish, as well as The Lombardo, a salute to the Big Band great Guy Lombardo who began his New Year’s Eve tradition of broadcasting “Auld Lang Syne” from the hotel.

Serving as an unpretentious mid-day or after-work escape, visitors seeking to satisfy cravings can easily access Vander Bar through the separate 45<sup>th</sup> Street entrance.

For more information on The Roosevelt Hotel’s new restaurant and bar, Vander Bar™, call The Roosevelt Hotel toll-free **888-TEDDY-NY** or visit **[www.theroosevelthotel.com](http://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](http://www.TheNYKknow.com).