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**IT'S COOL BEING *BLEU* THIS WINTER:
BROOKLYN'S FIRST BOUTIQUE PROPERTY, *HOTEL LE BLEU*, INVITES TRAVELERS TO
EXPERIENCE NEW YORK'S HIPPEST BOROUGH**

-- With rates from \$199 to \$499 per night, including welcome amenity and continental breakfast, Le Bleu is the place to stay and play when visiting The Big Apple this Winter --

BROOKLYN, NY – This winter, escape the blues and head to Brooklyn - where it's always cool to be 'bleu.' Located in the chic Park Slope section of Brooklyn and just minutes from downtown Manhattan, the 48-room *hotel le bleu* invites travelers to experience Brooklyn's attractions for a fraction of Manhattan hotel rates. **Valid now through March 31, 2009, travelers are invited to beat the frigid days of the season and stay in Brooklyn's trendiest neighborhood with rates from \$199 to \$499 per night (not including tax).**

These cool, steal-of-a-deal rates also includes a complimentary Welcome Package of snack items, normally considered an added expense for guests paying deluxe hotel rates and complimentary daily continental breakfast. With the Welcome Package, guests will enjoy an assortment of items such as a Kashi Granola Bar, all-natural & low-fat Terra Blues potato chips, fruit juices, Voss water from Norway, Starbucks coffee and more.

Situated on Fourth Avenue in Park Slope, within close proximity of the historic Brooklyn Bridge and offering easy access to Manhattan and major thoroughfares, *hotel le bleu* is the first luxury boutique hotel to open in Brooklyn. *hotel le bleu*, which means the blue hotel in French, is a chic architectural structure designed by the award-winning architect Andres Escobar. The sleek steel architecture is enhanced by cool blue accents casting a distinctive cobalt glow when illuminated in the evening, thus the name *hotel le bleu*.

The hotel's hip location in Park Slope offers spectacular views of the city's skyline and the Statue of Liberty. The area is filled with boutiques, bars, vintage clothing and antique shops and top-rated restaurants.

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It has also become a favorite haunt among chefs and gourmands alike due to the opening of world-class restaurants and bars featuring cuisine from around the world.

From museums and antiques to eco-friendly boutiques, gorgeous gardens and the hottest tickets on Broadway, the sleek *hotel le bleu* and its neighborhood is one of the coolest New York destinations to stay and shop. The following Brooklyn retail hot spots are all the more reason travelers are encouraged to be cool and stay at *le bleu*:

- **The Brooklyn Academy of Music (BAM)** – With its first performance in 1861, BAM is a long-standing cultural anchor of New York, particularly Brooklyn. Uniquely situated in the heart of Downtown Brooklyn, BAM understands that institution building goes hand in hand with community development. BAM proudly boasts the 2,109-seat Howard Gilman Opera House, the 874-seat Harvey Lichtenstein Theater, and the art house BAM Rose Cinemas. BAM is recognized internationally as a progressive cultural center well known for The Next Wave Festival, which began in 1983.
- **The Brooklyn Museum** – The Brooklyn Museum is located in central Brooklyn, at the heart of a culturally rich neighborhood. Opened in 1897, is among the world's premier art institutions with a permanent collection that includes more than 1.5 million objects, from ancient Egyptian masterpieces to contemporary art.
- **Brooklyn Botanic Garden** – Located near Prospect Heights, Crown Heights and Park Slope, the Brooklyn Botanic Garden has sought to expand the human knowledge of plants in a beautiful and inspirational setting since 1910. One of New York's most magnificent and treasured natural spaces, the Brooklyn Botanic Garden is a 52-acre urban horticultural and botanical resource filled with world-class plant collections and specialty gardens.
- **Antiquing** - Atlantic Avenue, the area of Atlantic nearest the South Ferry waterfront, has long been known for its shopping. Most notably, it is famous for its many antique district and shops. Stores like High-Style Victorian Furniture & Accessories and Circa Antiques Ltd., have been in business for 20 and 34 years respectively. They both sell some of the finest periodic furniture and furnishings to locals, museums, discerning travelers, historic house owners, collectors and furniture collectors.
- **TKTS** – Think the TKTS booth in Times Square is the only place to score the hottest Broadway tickets for less? Think again. Located 20 minutes from *hotel le bleu* in downtown Brooklyn, the TKTS booth sells the same tickets sold on 42nd Street. Brooklyn's TKTS sells tickets to Broadway's evening performances on the day of the performance and matinee tickets the day before. Additionally, it sells tickets to Brooklyn arts events, like productions at the Brooklyn Academy of Music.

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- **Boutiquing** – Atlantic Avenue is also home to many unique boutiques indigenous to the area. **Camillia Boutique** offers a distinctive, extensive collection of eco-friendly fashion for men, women and children. The eco-friendly shop strives to provide customers with high-quality, beautiful pieces from organic and eco-friendly fibers. Additionally, the urban Brooklyn-born purveyor of T-shirts, messenger bags and other trendy threads for men and women, **Brooklyn Industries**, resides on the famed avenue. The upscale clothing design company has proudly been a New York City fixture for 10 years.

The well-appointed guestrooms are decorated to maximize space and provide the ultimate experience in comfort. Luxury items such as Egyptian cotton bedding, orthopedic mattresses and high-end in-room amenities including Nutura organic spa products and “Touch Me Robes” – which were among Oprah Winfrey’s “favorite things” - offer the ultimate in relaxation. In 2009, *hotel le bleu* will welcome a signature restaurant Vue that will feature continental cuisine. *hotel le bleu* offers luxury, comfort and service comparable to Manhattan hotels but at significantly lower rates.

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For information and reservations contact hotel le bleu at (866)427-6073 or www.hotellebleu.com. Rates are subject to change, based upon space availability and exclude tax and gratuities. Rates cannot be combined with any other offer.

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hotel le bleu is owned and managed by Globiwest Hospitality Group, a second generation family-owned hotel development and management corporation headquartered in Artesia, California. Globiwest provides operations, marketing and distribution services to its diverse portfolio of recognizable hospitality brands and franchises such as: Carlson, Choice, Hilton, IHG and Marriott Hotels. The company’s properties are located throughout the United States. Most recently the company launched the first of two in a collection of new boutique hotels in Park Slope and Williamsburg, Brooklyn; trendy neighborhoods in a borough of New York City within close proximity to Manhattan. *hotel le bleu* and *hotel le jolie* feature sleek, comfortable contemporary décor and design, state-of-the-art technology, impeccable service and cutting edge culinary options. Globiwest is a member of the American Hotel & Lodging Association and Hospitality Sales & Marketing Association (HSMIAI) – NY Chapter. The company is also proud sponsors of the Brooklyn Chamber of Commerce, NYC & Company, Brooklyn Philharmonic & Brooklyn Academy of Music. **Contact Globiwest at www.globiwest.com or 562-402-6191.**

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