

## FOR IMMEDIATE RELEASE

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### **KIMPTON'S HOTEL PALOMAR DALLAS ANNOUNCES SPECIAL "GIVING TREE" RATE & PROMOS IN SUPPORT OF THE ENVIRONMENT**

#### ***Pioneering Boutique Hotels Partner with Nature Conservancy to Plant a Billion Trees***

DALLAS - October 8, 2009 – Eco-focused Hotel Palomar Dallas is joining other Kimpton Hotels & Restaurants nationwide in its partnership with The Nature Conservancy's ambitious Plant a Billion Trees campaign. Through the program Hotel Palomar Dallas and Kimpton - - the largest and leading boutique hotel company in the U.S - - will help to reduce climate change and grow a greener future as it brings life back to Brazil's Atlantic Forest, the most threatened tropical forest on Earth. Starting now, guests can take part at Kimpton's Hotel Palomar Dallas through the following opportunities:

- **"Giving Tree" rate:** Book the "TNC" rate code to receive 10 percent off the best available rate. With each stay, Kimpton will give \$10 to The Nature Conservancy, which will provide for the planting of 10 trees in Brazil's Atlantic Forest.
- **Natura® water sales:** Five percent of the proceeds from sales of Natura® purified water at Central 214 at Hotel Palomar Dallas (as well as at Kimpton restaurants in most other locations) and an additional contribution from Natura®, will go to The Nature Conservancy.

"As an eco-friendly hotel, we are thrilled to support The Nature Conservancy and enable our guests to join us in support of The Plant a Tree campaign," said Andrew Wright, general manager of Hotel Palomar Dallas. "Ultimately, the campaign aims to remove 10 million tons of carbon dioxide annually, reducing the impact of climate change on biodiversity and human communities, and ensuring that 30 million acres of Brazil's Atlantic Forest are restored or preserved by 2015."

(more)

“The mission of this campaign is both ambitious and achievable. Every dollar that we’re able to donate to The Nature Conservancy brings us one step closer to a sustainable planet, which has been a guiding principle of our brand since Kimpton was founded in 1981,” said Niki Leondakis, chief operating officer, Kimpton Hotels & Restaurants. “The Nature Conservancy has demonstrated an unparalleled commitment to preserving the Earth’s precious natural habitats and we are proud to be a part of this important quest.”

Extending along the coast of Brazil, the Atlantic Forest is a biodiversity hotspot that once covered nearly 330 million acres. Today, a mere seven percent remains. The Atlantic Forest is home to a remarkable array of wildlife, many of which cannot be found anywhere else on Earth. It is also a critical source of drinking water and hydro-electric energy for more than 120 million people, making its preservation a global conservation priority.

“The Atlantic Forest is one of the greatest repositories of biological diversity on Earth, but it is now widely considered the world’s most endangered tropical forest,” said Amy Golden, Chief Conservation Operating Officer for The Nature Conservancy. “We are pleased to partner with Kimpton to bring this forest back from the brink and rebuild it, one tree at a time.”

In addition to the partnership with The Nature Conservancy, Kimpton and Hotel Palomar Dallas are longstanding partners of national charities including The Trust for Public Land and Dress for Success. Through its annual Red Ribbon campaign, Kimpton’s Hotel Palomar Dallas also hosts an annual fundraising event benefiting HIV/AIDS prevention and awareness organizations. Kimpton’s sustainable initiatives date back to the company’s inception in 1981 and today comprise more than 70 daily eco-practices as part of its pioneering EarthCare program, which include several industry firsts such as in-room recycling bins and the use of non-toxic cleaners brand-wide.

For additional information about EarthCare at Kimpton’s Hotel Palomar Dallas, or to book the “TNC” rate code, please visit [www.hotelpalomar-dallas.com](http://www.hotelpalomar-dallas.com) or call 214-520-7969.

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### **ABOUT HOTEL PALOMAR DALLAS**

A member of the award-winning San Francisco-based Kimpton Hotels & Restaurants, Hotel Palomar Dallas originally opened in 1967 as a Hilton Inn and was completely transformed by award-winning designer Cheryl Rowley, reopening as the stylish, modern boutique Hotel Palomar Dallas in 2006. Hotel Palomar Dallas is an eco and pet-friendly hotel that has been named to the coveted 2007 *Conde Nast Traveler's* "Hot List" and *National Geographic Traveler's* "Stay List" 2009. The hotel has also been awarded the prestigious Four Diamond rating by AAA Travel and has been named the Best Boutique Hotel in Dallas by CitySearch as well as one of the Best Places to Work by the *Dallas Business Journal*. For more information, please visit [www.hotelpalomar-dallas.com](http://www.hotelpalomar-dallas.com).

### **ABOUT KIMPTON**

San Francisco-based Kimpton Hotels & Restaurants, a collection of boutique hotels and chef-driven restaurants in the US, is an acknowledged industry pioneer and was the first to bring the boutique hotel concept to America. Founded in 1981 by Bill Kimpton, the company is well-known for making travelers feel welcomed and comfortable while away from home through intuitive and unscripted customer care, stylish ambience and having a certain playfulness in its approach to programs and amenities. Each hotel provides a range of exciting culinary experiences through locally-loved, top-rated, destination, chef-driven restaurants. Kimpton leads the hospitality industry in ecological practices through its innovative EarthCare program that spans all hotels and restaurants. Privately held Kimpton has consistently earned high customer satisfaction scores by the Market Metrix Hospitality Index, exceeding other hotel companies including those in luxury and upscale segments. Among the company's newest properties are the Hotel Monaco Baltimore and restaurant B&O American Brasserie by Chef E. Michael Reidt in Baltimore, MD, which opened in July 2009. Currently, projects are underway in New York City, Philadelphia and Chicago. For more information, please visit [www.KimptonHotels.com](http://www.KimptonHotels.com) or call 1-800-KIMPTON.

### **ABOUT THE NATURE CONSERVANCY**

**The Nature Conservancy** is a leading conservation organization working around the world to protect ecologically important lands and waters for nature and people. To date, the Conservancy and its more than one million members have been responsible for the protection of more than 18 million acres in the United States and have helped preserve more than 117 million acres in Latin America, the Caribbean, Asia and the Pacific. Visit The Nature Conservancy on the Web at [www.nature.org](http://www.nature.org).