

PALMERHOUSE

A HILTON HOTEL

PALMER HOUSE HILTON LAUNCHES EXCLUSIVE EXPERIENCE WITH PHOTOBOMB CONCIERGE



CHICAGO (April 1, 2015) - Known for setting the trends in Chicago for more than 100 years, the Palmer House Hilton is launching its latest cutting-edge offering, providing guests with the ability to take their visit to the Windy City up an extra notch with an exclusive **Photo Bomb Concierge** offering. Available for half-day and full-day packages, this unique concierge service will enable guests to create an authentic and fun-filled keepsake from their stay.

The exclusive service can be added to a guest's overnight stay with either a half-day or full-day booking. The standard half-day service starts at \$200.00 for four hours of exclusive use of Palmer House Hilton's Photo Bomb Concierge Ken Price. Price will provide personalized photo bomb planning including guidance and suggestions for typical photo bomb opportunities around the city as well as more over-the-top ideas to create the ultimate photo bomb photo. For an additional fee, costumes and props can be added to Price's photo bombs.

"I have been photo-bombing guests and friends alike for many years and am thrilled the Palmer House Hilton has made my position official," said Ken Price, Palmer House Hilton Photo Bomb Concierge. "Much like any artistic profession, photo bombing takes poise and talent to master skillfully. I practice different poses on a regular basis to keep my skills nimble and ever at the ready."

Named "Word of the Year" by Collins English Dictionary in 2014, photo bombing is the act of accidentally or purposely putting oneself into the view of a photograph, often in order to play a practical joke on the photographer or the subjects. In recent trends, photo bombing has become a true form of art, with #photobomb trending with millions of posts across social channels.

“We are so lucky to have talent such as Ken’s at our finger tips here at the Palmer House Hilton,” said Dean Lane, General Manager, Palmer House Hilton. “Engaging with our guests is part of our core values and built into the principles upon which our hotel was founded - whether it is sparking creativity, building synergies or making lasting impressions. We are thrilled to launch this new offering and trust Ken’s creative intuition and expert photo-bombing skills will create a one-of-a-kind experience for guests and locals alike.”

Post your own #PalmerHousePhotoBomb photos for a chance to win a stay at the hotel.

For more information, please visit www.palmerhousehiltonhotel/photobombconcierge. To reach the Photo Bomb Concierge and schedule an appointment, please contact KenPrice@AprilFools.com.



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About Hilton Worldwide

Hilton Worldwide is a leading global hospitality company, spanning the lodging sector from luxurious full-service hotels and resorts to extended-stay suites and mid-priced hotels. For 93 years, Hilton Worldwide has offered business and leisure travelers the finest in accommodations, service, amenities and value. The company is dedicated to continuing its tradition of providing exceptional guest experiences across its global brands. Its brands are comprised of more than 3,900 hotels and timeshare properties, with 640,000 rooms in 90 countries and include Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Hilton Hotels & Resorts, DoubleTree by Hilton, Embassy Suites Hotels, Hilton Garden Inn, Hampton Hotels, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages the world-class guest reward program Hilton HHonors®. Visit www.hiltonworldwide.com for more information and connect with Hilton Worldwide at

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Media Contacts:

The Brandman Agency

Maggie LaCasse | Michael Gartenlaub

P: (212) 683 2442

Maggie@brandmanpr.com | Michael@brandmanpr.com