

PALMERHOUSE

A HILTON® HOTEL

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CHEERS TO FINDING A CURE! DRINK PINK AT THE PALMER HOUSE THIS OCTOBER TO SUPPORT BREAST CANCER AWARENESS MONTH



CHICAGO (September 22, 2010) – The [Palmer House Hilton](#) will be aglow in pink this October in support of Breast Cancer Awareness month. Beginning October 1, the 140 year old property will light its Monroe street entrance in illuminating pink lights as guests enter through its doors – just one of many initiatives taking place at the property in support of this important cause.

In continuing the month long celebration, **Lockwood Restaurant** and **Potter's Lounge** will offer the Bubble Gum Martini of *Three Olives Bubble Vodka, Triple Sec, Ginger Ale* and *Grenadine*. Half the proceeds of the \$12 cocktail, available through October 31, 2010, will support the [Lynn Sage Foundation](#) a not-for-profit cancer research organization. In addition, Lockwood will participate in the foundation's "In Good Taste" dining initiative where diners will have the option to donate \$1 per check throughout the month of October.

Lockwood is open from 5 p.m. to 10 p.m. Sunday through Thursday, and from 5 p.m. to 11 p.m. on Friday and Saturday. Breakfast is served from 6:30 a.m. to 11 a.m. and lunch is served from 11 a.m. to 2 p.m. Sunday through Saturday. All major credit cards are accepted. For reservations, please call (312) 917-3404 or visit www.lockwoodrestaurant.com for more information.

About Hilton Worldwide

Hilton Worldwide is the leading global hospitality company, spanning the lodging sector from luxurious full-service hotels and resorts to extended-stay suites and mid-priced hotels. For 91 years, Hilton Worldwide has been offering 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 3,600 hotels and 592,000 rooms in 81 countries and include Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Hilton, Doubletree, 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®.

For more information about the company, please visit www.hiltonworldwide.com

About Hilton Hotels

Hilton Hotels is the stylish, forward-thinking global leader of hospitality that welcomes guests in more countries than any other full-service hotel brand. The Hilton brand currently includes more than 530 hotels and resorts in 76 countries, and plans to serve travelers in 80 countries by the end of 2011. By offering innovative products, services and amenities, Hilton enables travelers to be at their best 24/7, whether traveling for business or leisure. Start your journey at www.hilton.com. Facebook users can follow the Hilton Hotels brand at www.facebook.com/Hilton

About The Palmer House Hilton – A Grand Palace Hotel

The majestic, world-class Palmer House Hilton reflects the opulence Potter Palmer designed and built into the original hotel in 1871, starting with its façade and extending to the dramatic, muraled Beaux Arts lobby and gracious guestrooms and event spaces. The Palmer House Hilton remains one of only 26 grand palace hotels remaining in America today, and it's one of Chicago's architectural crown jewels.

The Palmer House Hilton is owned by Thor Equities and operated by Hilton Worldwide. The hotel was named a member of the National Trust for Historic Preservation's Historic Hotels of America (HHA) for maintaining its historic integrity, architecture and ambiance. For additional information, please visit www.Facebook.com/PalmerHouseHilton or call (312) 726-7500.

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**FOR MORE INFORMATION, PLEASE CONTACT
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