



News Release  
November 8, 2007

**RENAISSANCE HOLLYWOOD HOTEL HOSTS  
THE HOLLYWOOD SANTA PARADE**

*The famous hotel is the home of the celebrity Green Room on Parade Day*

**Hollywood, California** – Christmas in Hollywood was in deep trouble. After 75 years, the annual Christmas parade was cancelled, sponsor-less, and done for. This year would have been the last parade after decades of happy tradition. But hope springs eternal in the City of Angels; Hollywood’s local business community has come together and brought the event back to life, presenting the Hollywood Santa Parade this November 25, 2007, at 5 PM along the world-famous Hollywood Boulevard.

The Renaissance Hollywood Hotel, one of those Christmas elves responsible for saving the event, has been chosen as the parade’s official location. With dozens of major celebrity attendees and entertainers, the parade needs a luxury location for its official Green Room, and this year the Renaissance Hollywood is pleased to oblige.

“This really shows exactly how strong the local community is here in Hollywood,” says Bruce Gorelick, General Manager at the Renaissance Hollywood Hotel. “We may only be a few years old as a hotel, but we understand the importance of tradition in the community, and the Hollywood Santa Parade is an enduring part of what makes this city great.”

In addition to doing its part in saving this long-standing Hollywood tradition, the Renaissance Hollywood Hotel is also the official host hotel for the TV special, “A Hollywood Christmas Celebration from The Grove,” taping on Sunday, November 18, 2007 at 7 pm, at The Grove, one of LA’s most beautiful malls. Top celebrity guests like Burt Bacharach and Diana Krall will join the Angel City Chorale and The Young Musicians Orchestra to bring the holidays to life at the 4<sup>th</sup> annual tree lighting.

Hollywood’s Santa Parade will honor the pageantry and festive spirit of its predecessor, the Hollywood Christmas Parade. This year, along with Santa Claus and his Reindeer, the parade will feature the cast of Disney’s mega-popular High School Musical 2.

Earlier this year, the Hollywood Chamber of Commerce announced that it would no longer produce the annual Hollywood Christmas Parade. Along with supportive local businesses, Councilmembers Eric Garcetti and Tom LaBonge quickly worked to ensure the parade would continue this year, now in its 76<sup>th</sup>, and far into the future.

The parade is free and open to the public. Grandstand seats will be available for purchase at \$35 by calling 1-866-PARADE1. Spectators are strongly encouraged to GoMetro via the Red Line to Hollywood & Highland.

The Renaissance Hollywood Hotel, located at Hollywood & Highland, a shopping and entertainment mecca and home to the Academy Awards ceremonies, offers 637 distinctive guest rooms, 33 suites, and the unforgettable 3,500 square foot Panorama Suite. A favorite of major production companies and business travelers alike, the Renaissance Hollywood Hotel embodies modern luxury accented by classic Hollywood charm, featuring the distinctive restaurant *Twist*, an outdoor pool overlooking the Hollywood Sign, world-class fitness center, and outstanding service savvy travelers have come to expect from the Renaissance brand name. Renaissance Hollywood Hotel, 1755 N. Highland Ave, Hollywood, CA 90028, (323) 856-1200, [www.renaissancehollywood.com](http://www.renaissancehollywood.com).

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