



RENAISSANCE®
HOLLYWOOD HOTEL & SPA

FOR IMMEDIATE RELEASE

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**THE RENAISSANCE HOLLYWOOD HOTEL & SPA
ELECTS “TWITTER TEAM” FOR SOCIAL NETWORKING**
Associates Interact With Guests On Twitter And Facebook

Hollywood, California – The Renaissance Hollywood Hotel & Spa has elected six associates to act as team members to actively tweet and interact with the hotel’s fans and followers on the property’s Twitter page (@Renhollywood) and Facebook page.

“We decided it would be best to have several voices speak and listen to our fans on behalf of the property,” says Dan Shaughnessy, Director of Sales and Marketing at the Renaissance Hollywood Hotel & Spa. “And these aren’t marketing folks; they’re people who our guests interact with and see every day. While everyone will use our @Renhollywood name, each member of The Twitter Team will speak from their own personal point of view, based on their position at the property.”

The Twitter Team consists of Shaughnessy, who will discuss the property’s special events and promotional offerings, including the successful weekly music event, Indie Thursdays (hashtag #indiethursdays), and all press inquiries; Steve Ferraro, Director of Food & Beverage, who will keep fans up to date on anything and everything food-related including special recipes, cocktails at Twist Restaurant, and foodie events; Debbie Ayala, Director of Sales, who will share news about unique groups and conventions at the property; twins Debra and Diana Mategrano, who will offer their tips on things to do and places to see in Hollywood from the concierge perspective; and Peggy Sun, Executive Secretary, who will be answering general questions about the property. The team will also be actively engaging with fans on the hotel’s Facebook page by posting photos, videos, events and other links.

Using Twitter, the Renaissance Hollywood will also be launching its “Holidays in Hollywood” contest this month, in which the hotel will give away free stays for every major holiday. The contest begins at the end of October with one lucky Twitter follower winning a room over the Halloween Weekend! Potential winners must be following @Renhollywood on Twitter for details on how to enter to win.

The Renaissance Hollywood Hotel & Spa, located at Hollywood & Highland Center, a shopping and entertainment mecca and home to the Academy Awards® ceremonies, offers 632 distinctive guest rooms, 33 suites, and the unforgettable 3,500 square foot

Panorama Suite. Awarded the ENERGY STAR® Label from the EPA in 2008, the property is well known as being a favorite of major production companies and business travelers alike, the Renaissance Hollywood Hotel & Spa embodies modern luxury accented by classic Hollywood charm, featuring the distinctive restaurant *Twist*, an outdoor pool overlooking the Hollywood Sign, world-class fitness center, catering by Wolfgang Puck, the new *Spa Luce*, and outstanding service savvy travelers have come to expect from the Renaissance brand name. Renaissance Hollywood Hotel & Spa, 1755 N. Highland Ave, Hollywood, CA 90028, (323) 856-1200, www.renaissancehollywood.com. Follow the hotel on Facebook at facebook.com/renaissancehollywood or on Twitter at twitter.com/renhollywood.

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