



For Immediate Release
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Contact
Susan Ward Freeman
susan.wardfreeman@aldenhotels.com
832-200-8801

**ALDEN-HOUSTON ANNOUNCES "THE GIVING ROOM," BENEFITING UNICEF
Enjoy Downtown Houston's Finest Boutique Hotel While Helping Children
Worldwide**

Houston, TX - Want to do good while enjoying luxurious accommodations? Book a night at Alden-Houston's designated "Giving Room" from May 1 through August 30, 2008 and 10% of that room's revenue will be donated to UNICEF.

"Last year Preferred Hotel Group's first-ever member social action program, 'The Giving Room,' far exceeded its fundraising expectations, raising almost \$20,000 in donations for charitable organizations worldwide," said Susan Ward-Freeman, general manager for Alden-Houston. "It is a global philanthropic initiative that Alden-Houston is proud to be associated with." UNICEF, the benefactor of Alden-Houston's "Giving Room" is a non-profit organization focusing on advancing health, education, equality and protection for every child.

Alden-Houston hotel is Houston's finest downtown boutique hotel, world renowned for its five-star hospitality, deluxe accommodations, award-winning restaurant,*17, and stylish lounge, a+. With its modern style, gracious amenities and ideal downtown location, the luxury hotel appeals to both business and leisure travelers. Alden-Houston is located within of Fortune 500 companies, the historic legal district, a variety of sports, theatre and entertainment locations and Houston's beautiful new downtown park, Discovery Green.

To participate in Alden-Houston's "The Giving Room" program, simply request "The Giving Room" when making room reservations.

For more information about Alden-Houston, visit www.aldenhotels.com or call 832-200-8800.

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As a member of Preferred Hotels & Resorts, Inc., Alden-Houston is known for its' five-star accommodations, world-class service and exquisite dining. Located in the heart of downtown Houston, Alden-Houston combines classic architecture with cutting-edge, contemporary design. Alden-Houston welcomes you to indulge in the award-winning restaurant, *17, and the stylish lounge, a+. *17's New American Cuisine is certain to please all discerning palates, and the elegant, yet casual atmosphere of a+ invites you to relax and unwind. For more information, visit www.aldenhotels.com.

<p>Note to editors: For high-quality images of Alden-Houston, please contact Kimberly Park at kpark@kimberlypark.com or 713-660-9567.</p>
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