



DESIRE HOTELS SUPPORT NATIONAL BREAST CANCER AWARENESS MONTH

Donate Through our Sleep For The Cure "Pink Rate"

NEW YORK, NY September 3, 2008 — Desires Hotels is dedicated to supporting and raising awareness to the American Cancer Society's Making Strides Against Breast Cancer efforts during the month of October. Help fight breast cancer now by simply booking your stay for the month of October at any one of our three participating hotels: [The Glenn](#) in Atlanta, [Hotel Mela](#) in New York, and [The Strand](#) in Miami Beach. Choose our special "Pink Rate" and Desires will donate \$10 for every night booked to the Sleep for the Cure cause. Keeping with the pink theme, Desires will be issuing pink room keys to guests, wearing their own pink ribbons during the month of October, and [Desireshotels.com](#) will have links to the American Cancer Society so guests can directly donate funds. Moneys collected in the cause help fight breast cancer in a number of different ways, including: funding research, providing free programs for cancer patients and their families, and keeping awareness up all year round by sending out emails reminding women to get a mammogram. Right now you are only a few clicks away from making your reservation and showing your support at [Desireshotels.com](#). Just click on the pink ribbon, and don't forget to remind a loved one or friend to schedule their mammogram - early detection saves lives.

About Desires Hotels

From the neon lights on Ocean Drive in South Beach to the Harley-Davidson Museum in Milwaukee, from the Georgia Aquarium in Atlanta to the cobbled adoquine streets of Old San Juan, or right in the heart of Times Square, Desires Hotels is a unique collection of independently created modern boutique hotels. High in style, distinct and creative, each of these lifestyle hotels have one-of-a-kind architecture and interior design, allowing guests to expect just as much from their hotel as they do from their destination. Savvy travelers seeking a lifestyle-oriented experience will appreciate the "Your Desires" program that tailors a unique experience to every guest. Desires Hotels deliver unexpected amenities in stylish settings.

For more information about Desires Hotels and their locations, call 866-593-4330 or visit www.desireshotels.com.

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