



Desires Hotels Announces Collaboration With Putumayo World Music

Two Innovative Lifestyle Brands Bring A World Of Possibilities To New Audiences

NEW YORK, NY September 30, 2009 — Modern boutique hotel collection, [Desires Hotels](#), has announced a collaboration with the world music record label Putumayo World Music. Both companies share a common spirit in promoting uniqueness, diversity, world culture, art and travel — a natural fit. To celebrate that spirit, select Desires Hotels will launch quarterly Putumayo World Music Nights starting September 30, 2009 featuring new releases, DJs spinning Putumayo compilations, free sampler CDs, and drink specials. The first events will take place in Miami, Milwaukee and St. Louis celebrating the label's release of their newest CD collection, *España*. Putumayo World Music Nights at Desires Hotels are just the beginning of the exciting partnership between these two innovative lifestyle brands.

To kick off the celebration, Putumayo's latest release, *España*, spotlights a broad cross-section of music, and highlights contemporary musicians from Madrid to Barcelona. The hotels will be spinning hip fusion from Calima and Gertrudis, a blend of *rumba*, pop and world music flavors. This Spanish groove selection, along with other music from the label will provide pulsating rhythms through the night in the front courtyard at the Moonrise Hotel in St. Louis, in South Beach you'll be jamming at The Wave to an Afro-Cuban beat, and there will be hips wildly shakin' along with a Flamenco dancer and guitarist at The Iron Horse Hotel in Milwaukee.

Desires Hotels is a collection of modern boutique hotels singularly designed and unique to their locale. Known for delivering unexpected amenities in stylish settings, this partnership helps each hotel deliver just one more unique experience to locals and overnight guests alike. In addition to the quarterly Putumayo World Music Nights, Desires Hotels and Putumayo will offer free music downloads and discounts to Putumayo CDs on-line for those who make hotel reservations at any Desires Hotels from October 1 to November 30, 2009 for stays from October 1, 2009 to December 31, 2010. To take make your reservations please visit [DesiresHotels.com](#) or call toll free (866) 593-4330.

With Putumayo's "Guaranteed to make you feel good!" guarantee, if you are unhappy with any purchase of a Putumayo CD, you may return it to Putumayo for a full refund. So, put on your dancing shoes...what do you have to lose?

About Desires Hotels

From the neon lights of Ocean Drive in South Beach to the Harley-Davidson Museum in Milwaukee, from the iconic Delmar Loop in St. Louis 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.

About Putumayo World Music

Putumayo World Music was established to introduce people to the music of the world's cultures. The label grew out of Putumayo clothing company, founded by Dan Storper 1975 and sold in 1997. Co-founder Michael Kraus joined Storper to help launch Putumayo World Music in 1993. In the past 16 years, the label has become known primarily for its upbeat and melodic compilations of great international music characterized by the company's motto: “guaranteed to make you feel good!”

A portion of Putumayo’s proceeds from the sale of *España* will be donated to Intermón Oxfam, the Spanish branch of Oxfam International, which supports the empowerment of fair trade artisans and farmers worldwide.

Attending The Events

All Putumayo World Music Nights events begin at 6 PM at The Wave Hotel in Miami Beach, The Iron Horse Hotel in Milwaukee, and Moonrise Hotel in St. Louis. To sign up to get future quarterly World Music Night’s information please visit [DesiresHotels.com](#).

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