

REVELERS RING IN THE NEW YEAR WITH TRADITIONS OLD & NEW AT THE ROOSEVELT HOTEL

NEW YORK – As temperatures drop and the New Year approaches, visitors flock to NYC for a bit of last-minute indulging before resolutions are rendered. Embracing enthusiasts with world-famous New Year's history including Guy Lombardo's original broadcasting of "Auld Lang Syne," The Roosevelt Hotel invites guests to celebrate the holiday in the grandeur of old New York. Classical accommodations, historic distinctions and a four-course New Year's Eve menu make the legendary hotel a perfect place to ring in the New Year with loved ones.

Standing stately on Madison Avenue at 45th Street in the heart of midtown Manhattan, the hotel has attracted the crème de la crème for decades, from aristocrats and artists to celebrities and socialites. Big Band great Guy Lombardo began his cherished New Year's Eve tradition of broadcasting "Auld Lang Syne" over American radio airwaves straight from the famous Roosevelt Grill. Originally, Guy Lombardo's seasonal stand-in Lawrence Welk orchestrated his bubbling success at the hotel before beginning a legendary music career of his own. The Roosevelt lobby has also recently been graced with the likes of such glitterati as Harrison Ford, Charlie Sheen, Michael Douglas, Jennifer Lopez and Denzel Washington.

Deemed the Grand Dame of Madison Avenue since 1924, The Roosevelt Hotel is located right in the thick of things -- steps from Fifth-Avenue shopping and Park Avenue, and a straight shot to the hip East Village and Lower East Side's restaurants and bars. Offering 1,015 guestrooms, its historic heritage is reflected in the meticulously restored interiors, designed to capture the original architecture and offer modern-day amenities. Offering views of mid-town Manhattan, the hotel's rooftop lounge, mad46, serves as a secluded hideaway situated 19 stories above the elegant hotel. Visitors can kick back, relax and enjoy a refreshing break from the hustle and bustle of the city.

To celebrate New Years in old New York style call The Roosevelt toll-free 888-TEDDY-NY or visit www.theroosevelthotel.com.

*Rate per night based on double occupancy. Excludes taxes and gratuities. Advanced reservations required. Rate non-transferable. Offer not available for groups or in combinations with other.

**Rate based on dinner for one. Taxes and gratuities not included.

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When in Paris, make sure and consider its sister property, the Scribe Hotel. Located between the Opera Garnier and Place Vendome, the Scribe Hotel is ideally located in the heart of the business and tourist quarters of Paris, www.sofitel.com.