

NEWS RELEASE



HOTEL VINTAGE PLAZA



Kimpton Spearheads National PARK(ing) Day In Portland – Supports Grass Instead of Gas *Dozens of Small Parks To Sprout Up Downtown*

Portland, OR (September 5, 2008) – A surprising “green” transformation will take place in Portland on **Friday, September 19th** – one that will give Portlanders another reason to leave their cars at home. Parking spaces downtown may be sprouting grass... and a bench, or better! In an effort to reclaim the streets for **National PARK(ing) Day**, Kimpton Hotels & Restaurants’ Portland properties are spearheading local efforts for this one-day global event where artists, citizens and businesses temporarily transform parking spots into parks for the day in an effort to raise awareness and funds for the [Trust For Public Land](#) (TPL). TPL is the only national nonprofit dedicated to conserving land for public recreation and enjoyment.

Kimpton’s Hotel Monaco Portland, Hotel Vintage Plaza, Pazzo Ristorante, Red Star and other sponsors have collaborated to close down and convert an entire block of parking spaces into more than a dozen parks on SW 5th Ave. between Washington and Alder. The public is invited to stroll through or hang out in the decorated parking spots from 9 a.m. to 8 p.m. This block will also be the site of a **“Party In The Park”** that evening from 4 p.m. to 8 p.m., for a celebration of the day’s events. The outdoor family-friendly party includes bluegrass music from Stumptown Stars, a park-style BBQ from Red Star and Pazzo Ristorante, a beer “Garden” sponsored by the Oregon Brewer’s Guild and much more.

“We are a city known for green space, alternative transportation and urban livability, so this year we’re stepping up to the plate and helping to bring this national event to our city,” said Hotel Monaco Portland General Manager Craig Thompson.

Kimpton is well known for their commitment to social responsibility and ecological practices through innovative programs like EarthCare, and are longtime supporters of Trust For Public Land. Through the “Parks for People” initiative, TPL has completed more than 425 park projects in cities nationwide, most in park-poor neighborhoods. The Portland office is currently working to expand Cherry Park in outer Southeast Portland, transforming a gravel quarry into a green oasis. These parks address critical recreational, health and social needs, and also benefit the environment and local economies.

The San Francisco art collective REBAR first created PARK(ing) Day in 2005 to re-imagine the potential of the metered parking space. In 2006, they collaborated with TPL to establish National PARK(ing) Day: a global exploration of the creative potential of streets.

Portland sponsors so far include: Hotel Monaco Portland, Hotel Vintage Plaza, Red Star Tavern & Roast House, Pazzo Ristorante, The Trust For Public Land, Travel Portland, David Evans & Associates, SRG Partnership Inc., DeSantis Landscapes, Cupcake Jones, PROGRASS Landscape Care & Design, Zimmer Gunsul Frasca, Portland Roasting, and Regional Arts & Culture Council.

For more information on the day's events or to learn how to get involved, contact Daryn White at (503) 417-3323 or daryn.white@kimptonhotels.com. The Party In The Park will be located on SW 5th Ave., between Hotel Monaco Portland, located at 506 SW Washington St., and Red Star Tavern & Roast House, located at 503 SW Alder St. For more information on National Park(ing) Day visit www.parkingday.org.

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ABOUT HOTEL MONACO PORTLAND

A member of the award-winning San Francisco based Kimpton Hotels & Restaurants, Hotel Monaco Portland originally opened in 1996 as the Fifth Avenue Suites and was completely refurbished by award-winning designer Cheryl Rowley, reopening as the Hotel Monaco Portland in 2007. Dedicated to supporting the arts, Hotel Monaco Portland is an eco-friendly hotel and has earned the prestigious 'Blue Works' award from the city of Portland. The hotel has consistently been voted one of the 'Top 500 Best Hotels in the World' by Travel + Leisure, and earned the Condé Nast Traveler's Gold List in 2006.

ABOUT HOTEL VINTAGE PLAZA

Located in the heart of downtown Portland, the Hotel Vintage Plaza was opened in 1991 by the award-winning San Francisco-based Kimpton Hotels & Restaurants. Named for their close proximity to Oregon's famed wine regions, the Hotel Vintage Plaza is a charming European-style boutique hotel in a turn-of-the-century brick building, blending Old World hospitality with New World luxury for a distinctive taste of local terroir. The Hotel Vintage Plaza is an environmentally-friendly hotel following Kimpton EarthCare standards, and was also awarded the prestigious 'Recycle at Work' award from the City of Portland. In 2008, Travel + Leisure honored the hotel as one of the 'Top 100 Hotels in the Continental U.S. and Canada' and as a 'Top 10 Hotel for \$250 or Less' – the only Portland hotel named in both categories. Hotel Vintage Plaza received the AAA Four Diamond Award 2009 for the 9th consecutive year.

ABOUT KIMPTON

San Francisco-based Kimpton Hotels & Restaurants is the first and leading collection of boutique hotels, throughout the United States and Canada. Founded in 1981 by Bill Kimpton, every Kimpton hotel features personalized guest services, comforting in-room amenities, specialty rooms and suites, and provides a range of exciting culinary experiences through affiliated top-rated destination chef-driven restaurants. Kimpton takes pride in its commitment to social responsibility and leads the hospitality industry in ecological practices through its innovative EarthCare programs. Privately held, Kimpton received the highest ranking in customer satisfaction scores by the Market Metrix Hospitality Index for the entire year of 2007, exceeding all other hotel companies, including those in both the luxury and upscale segment. Among the company's newest properties are the Hotel Monaco Alexandria and Jackson 20 restaurant in Virginia, which opened in January 2008, and the Hotel Palomar Los Angeles in Westwood and the adjacent BLVD 16 restaurant. Additional projects are underway in Florida, Philadelphia, Atlanta, Baltimore, Chicago and Virginia. For more information, please visit www.KimptonHotels.com or call 1-800-

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