



SOUTH FLORIDA'S CROWNE PLAZA HOLLYWOOD BEACH **ANNOUNCES FLORIDA RESIDENT'S RATE**

HOLLYWOOD, Fla. April 16, 2008 – Known for its fantastic beaches, historic downtown area and nostalgic Broadwalk promenade, an increasing number of Floridians are making Hollywood Beach a flight-free getaway of choice. Crowne Plaza Hollywood Beach, the newly opened hotel on the Intracoastal Waterway and across Ocean Drive from the beach, is enticing residents of the Sunshine State to explore the destination this summer. Residents that book the **Florida Resident's Rate** at Crowne Plaza Hollywood Beach and show a valid Florida driver's license at check-in will save 30 percent savings on stays May 26 – September 1, 2008. Rates begin at \$139 per room per night.

Floridians, who can never get enough of the states' rays, will enjoy lounging by the waterfront infinity-edge pool with a favorite cocktail and local fish at the Tiki Bar & Grille. As the sun sets, a culinary experience awaits at Elements Bistro, where the executive chef expertly prepares steaks and fresh seafood dishes. After dinner, guests can hop on one of the city's new trolleys and listen to live jazz at one of the "hot spots" on Harrison Street. Conveniently located at the epicenter of South Florida excitement between Miami and Fort Lauderdale, Crowne Plaza Hollywood Beach guests may also choose a nightlife adventure to South Beach or Las Olas Blvd – both just twenty minutes by car.

When it is time to unwind, beds are outfitted with luxurious sheets, plush duvets and seven pillows, ensuring comfort. Crowne Plaza Hollywood Beach offers its signature holistic Sleep Advantage® Program that features designated quiet zone floors, sleep CD and relaxation tips, as well as a sleep amenity kit that includes an eye mask and drape clip to block out unwanted light, earplugs, nightlight and lavender spray.

For Crowne Plaza Hollywood Beach Resort information and reservations, call 1-954-454-4334 ext. 231 or visit www.cphollywoodbeachresort.com

- About Crowne Plaza Hollywood Beach -

Ideally located between Fort Lauderdale and Miami on the picturesque Intracoastal Waterway, the new 10-story, contemporary-designed Crowne Plaza Hollywood Beach features 311 well-appointed rooms with expansive balconies, offering views of the Intracoastal or the Atlantic Ocean. Lush tropical landscaping surrounds the resort's spectacular waterfront infinity-edge, free-form pool, ideal for romantic waterfront dining, special events or relaxing under a cabana. The property also offers two culinary options – Elements Bistro, featuring continental cuisine, and poolside Tiki Bar – 10,000 square feet of meeting space, fitness center, signature holistic Sleep Advantage Program and convenient beach access. Plans call for an adjacent full-service marina.

Crowne Plaza Hollywood Beach is located at 4000 South Ocean Drive, Hollywood, Florida 33019. For more information, please call (954) 454-4334. Visit www.cphollywoodbeach.com.

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