



## **Doubletree Resort Orlando Cookie Campaign Sweetens Community Giving**

**Orlando, Fla. (Sept. 22, 2009)** – Have a cookie. Have two. The more you eat, the greater the good.

The new Doubletree Resort Orlando – International Drive, formerly the International Plaza Resort & Spa, raises its Doubletree flag today with a tribute to local heroes. The landmark hotel is giving Central Florida first responders the signature Doubletree chocolate chip treats and a chance to win one of 12 family staycations. For every cookie first responders and guests receive on opening day, the resort has pledged a \$1.00 donation to the United Way of Central Florida, with a minimum contribution of \$1,000.

The flag raising marks the completion of Doubletree Resort Orlando – International Drive’s dramatic, \$35 million makeover. As part of the celebration, the hotel invites area law enforcement officers, firefighters, emergency medical technicians and active members of the military to drive through its main entrance portico, Sept. 22, 11:30 a.m. – 4:00 p.m. The hotel is located at 10100 International Drive across the street from SeaWorld’s new *Aquatica* water park.

Greeted by Doubletree hotel staff, each first responder will receive a famous, delicious, chocolate-chip cookie in recognition of their service. While at the new Doubletree, they also can enter their names in a drawing to win one of 12 staycation packages.

Called the Doubletree Resort Orlando Great Getaway, each package includes a three-night stay for up to four guests in the hotel’s new Balinese-inspired, premium guestrooms. Winners will also receive four passes to Universal Studios, four passes to SeaWorld, daily breakfast buffet and one dinner for four at the resort’s new casual, upscale Bamboo Grille. Each package is valued at more than \$1,000.

The Doubletree Resort Orlando Great Getaway is part of a commitment on the part of the brand as well as the hotel and its owner/developer, UrbanAmerica, and management company, Pyramid Hotel Group, to give back to the communities where their employees live and work.

“We’re proud to honor local heroes,” says Greg Gooding, the property’s general manager. “Our contribution is another step in recognizing first responders and showing our support for the invaluable services these hard-working men and women provide.”

The new Doubletree Resort Orlando - International Drive is the largest hotel in the Doubletree portfolio worldwide. For more information on the hotel, call **407-352-1100** or visit **[www.doubletreeorlandoidrive.com](http://www.doubletreeorlandoidrive.com)**.

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**About Doubletree Resort Orlando – International Drive**

Spanning 28 acres, the Doubletree Resort Orlando – International Drive is the largest property in Doubletree’s portfolio worldwide. The Balinese-inspired hotel is located in the heart of Central Florida’s thriving convention and tourism corridor. Showcasing a dramatic \$35 million dollar makeover, the hotel’s all-new 1,094 guestrooms feature contemporary dark-wood furnishings, flat-screen TVs, iPod-compatible radio, Wi-Fi access and plush Doubletree Sweet Dreams bedding. Guests enjoy three dining options, including the casual full-service Bamboo Grille, as well as a state-of-the-art fitness center, palm-tree-lined swimming pools, children’s game lounge, miniature golf course and 60,000 square feet of indoor/outdoor event space. Within walking distance to SeaWorld and across the street from its new *Aquatica* water park, Doubletree Resort Orlando – International Drive is minutes from the Orange County Convention Center, world-class attractions, shopping and dining. For more information call toll-free **1-800-327-0363** or visit **[www.doubletreeorlandoidrive.com](http://www.doubletreeorlandoidrive.com)**.

**About UrbanAmerica**

UrbanAmerica, a minority-controlled, real estate private equity firm founded in 1998, is among the first registered investment advisors to participate in the revitalization of urban centers through the investment of institutional capital in commercial real estate. UrbanAmerica has raised \$521 million in equity within its two funds and has acquired and developed more than 5 million square feet of building space with assets valued in excess of \$2 billion. In addition, UrbanAmerica is the only urban real estate investment fund to receive three allocations of New Markets Tax Credits totaling \$152 million for investments in its target markets. More information about UrbanAmerica is available at **[www.urbanamerica.com](http://www.urbanamerica.com)**.

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