

FOR MORE MEDIA INFORMATION:
TIFFANY BELL
THE ZIMMERMAN AGENCY • 850.668.2222
TBELL@ZIMMERMAN.COM

THE ROOSEVELT HOTEL, NEW YORK CITY INTRODUCES VANDER BAR™

NEW YORK – Feb. 23, 2010 – The Roosevelt Hotel in Midtown Manhattan is thrilled to unveil Vander Bar™, the newest addition to the legendary hotel, set to open by April 2010. Named by the winners of the “Name Our Bar” contest, Vander Bar™ is located on the street level of the Midtown Manhattan hideaway on the corner of Vanderbilt and 45th and will open its doors Monday through Friday from noon until 9 p.m.

Offering a relaxed environment for locals, Vander Bar™ is perfect for stopping in during lunch, after work or on the way to catch a train at the neighboring Grand Central Station, located just steps away. In addition to a full bar, the hotel’s newest establishment presents a wide variety of beers on tap for happy-hour enthusiasts, as well as a menu offering light palate-pleasing bites ranging from the melt-in-your-mouth Mini Lobster Rolls to tempting Beef Tacos complete with avocado, queso and jalapenos. More “spirited” signature enticements include The Blackberry, a vodka infused favorite named in honor of one of Midtown’s favorite toys and the Madison Avenue Mai Tai, complete with fresh lime and pineapple garnish, as well as The Lombardo, a salute to the Big Band great Guy Lombardo who began his New Year’s Eve tradition of broadcasting “Auld Lang Syne” from the hotel.

Serving as an unpretentious mid-day or after-work escape, visitors seeking to satisfy cravings can easily access Vander Bar through the separate 45th Street entrance.

For more information on The Roosevelt Hotel’s new restaurant and bar, Vander Bar™, call The Roosevelt Hotel toll-free **888-TEDDY-NY** or visit **www.theroosevelthotel.com**.

###

ABOUT THE ROOSEVELT HOTEL

Deemed Grand Dame of Madison Avenue since 1924, The Roosevelt Hotel New York City is located right in the thick of things -- steps from Fifth-Avenue shopping. 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. Stay current with up-to-date information from The Roosevelt Hotel by checking the hotel’s blog at www.TheNYKknow.com.