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**VANDER BAR – THE NEW KID ON THE BLOCK AT
THE ROOSEVELT HOTEL NYC – AND LIVE NATION GIVE NKOTB FANS
‘THE RIGHT STUFF’ WITH SPECIAL CONCERT GIVEAWAY**

NEW YORK- June 2, 2010 - ‘Step by Step’ and drink by drink ladies will get closer to winning the ultimate girls’ night out with the ultimate boy band, New Kids on the Block, thanks to the latest promotion at Vander Bar™ at The Roosevelt Hotel NYC. Offered in partnership with Live Nation and Bacardi USA, the grand prize offers patrons the chance to win a four-pack of tickets to the June 17 NKOTB concert at Radio City Music Hall and a one-night stay at The Roosevelt Hotel the evening of the show.

For every Bacardi Torched Cherry and Coke ordered, Vander Bar™ guests will receive an automatic entry into the grand-prize drawing – selected on Tues., June 15 – as well as evening drawings to win a pair of tickets to the show.* The promotion will be held from 5 p.m. – 8 p.m. (with winners selected at 8 p.m.) on the following dates:

Thurs., June 3 & 10
Fri., June 4 & 11

Mon., June 14

For more information about ‘hangin’ tough’ at Vander Bar™ and the NKOTB concert giveaway call The Roosevelt Hotel toll-free **888-TEDDY-NY** or visit **www.theroosevelthotel.com**.

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ABOUT VANDER BAR

Offering a relaxed environment for locals, Vander Bar™ is perfect for stopping in 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, as well as a menu offering light palate-pleasing bites for lunch and happy-hour enthusiasts. Serving as an unpretentious mid-day or after-work hideaway, visitors can easily access the bar through a separate 45th Street entrance, Monday – Friday, noon – 9 p.m.

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 and Park Avenue. 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.TheNYKnow.com.

** All contestants must be 21 and over, and must be present to win. One enter-to-win ticket is awarded per every one Bacardi Torched Cherry and Coke purchased at Vander BarTM on the above outlined dates. Tickets are awarded on site and are non-refundable. An additional opportunity also exists to drop your business card and win at mad46 at the Roosevelt Hotel where no purchase is necessary.*