

FOR IMMEDIATE RELEASE

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**HILTON GARDEN INN LOUISVILLE DOWNTOWN HOTEL PARTNERS WITH
LOUISVILLE PRIDE FOUNDATION AS OFFICIAL EVENT HOTEL SPONSOR FOR
2016 LOUISVILLE PRIDE FESTIVAL**

Louisville, KY. September 8, 2016 – The Hilton Garden Inn Louisville Downtown hotel, operated by First Hospitality Group, announced today that it will serve as the official event hotel sponsor for the Second Annual Louisville Pride Festival presented by the Louisville Pride Foundation.

The 2016 Louisville Pride Festival will take place on Saturday, September 17, 2016 on Bardstown Road in the popular Highlands neighborhood from 11 a.m. to 11 p.m. The event will include two stages with live music and talent entertainment, including American pop and freestyle music singer-songwriter and actress, Taylor Dayne, food, crafts, a central art installation and evening entertainment options. The family-friendly event is open to the public for all ages. A portion of the proceeds from the foundation’s activities will benefit local at-risk youth and LGBTQ youth programs.

As the official event hotel, the Hilton Garden Inn Louisville Downtown will host a booth at the festival where they will give away chances to win a complimentary overnight stay, luggage tags—in honor of the hotel’s TAG Approved® status, and other prizes. Festival attendees will also receive discounted room rates at the hotel and complimentary shuttle service to the festival.

“Engaging in community events at the corporate and property level is a critical component to building great relationships in our communities and we are thrilled that the Hilton Garden Inn Louisville Downtown has become such an integrated part of Louisville,” said Bob Habeeb, CEO of the property’s management company, Illinois-based First Hospitality Group, Inc. “As a TAG Approved property, the amazing staff and owners truly offer a one of a kind experience to every single guest and care greatly for Louisville. We are proud that they are the premiere event hotel for the Louisville Pride Festival.”

Last year, the Hilton Garden Inn Downtown and several local businesses partnered with the Louisville Convention & Visitors Bureau for its Say I Do In Lou wedding contest, in which Angela Brent and Christy Smith of Fort Wayne, Ind. won a complimentary wedding and weekend getaway to Louisville. The couple exchanged vows during a private ceremony on the rooftop deck of 8UP Elevated Drinkery & Kitchen (Louisville’s first and only rooftop bar and restaurant) at the Hilton Garden Inn Downtown. In celebration of their one-year anniversary, Brent and Smith will make an appearance at the Second Annual Louisville Pride Festival.

Announced earlier this year, the Hilton Garden Inn Downtown Louisville hotel received TAG Approved® status, qualifying the property as a gay friendly hotel that meets six LGBT welcoming qualifications. On of only a handful of TAG approved hotels

in Louisville, Hilton Garden Inn Louisville Downtown had to meet a number of criteria to achieve this status, including

- Enforcing non-discriminatory policies including sexual orientation;
- Treating heterosexual and domestic partners equally in personnel policies;
- Providing LGBT diversity and sensitivity training for employees;
- Empowering customers and employees to be “watchdogs’ of its gay and lesbian business practices;
- Giving back to their community; and
- Employing staff who reflect the diversity of their community.

Located in the heart of downtown Louisville, the Hilton Garden Inn Louisville Downtown hotel is the only downtown venue with an outdoor + indoor rooftop restaurant and bar, 8UP. Within walking distance to over 50 Louisville restaurants, the hotel is just steps away from the dining and entertainment on 4th Street Live!, Mercury Ballroom, Louisville Palace and the Kentucky International Convention Center. For more information on the hotel, or to book a discounted stay for the festival, visit https://secure3.hilton.com/en_US/gi/reservation/book.htm?execution=e1s1.

8UP Elevated Drinkery & Kitchen is located on the rooftop of the Hilton Garden Inn Louisville Downtown at 350 West Chestnut Street. The restaurant serves breakfast Monday through Friday from 6 a.m. to 10 a.m. and Saturday and Sunday from 7 a.m. to 11 a.m. The Dining room is open from 5:30 p.m. to 9:00 p.m. Sunday, 5:30 p.m. to 10 p.m. Monday through Thursday, and 5:30 p.m. to 11 p.m. Friday and Saturday. The Rooftop at 8UP opens every day at 4 p.m. closing at midnight Monday through Thursday, 2 a.m. Friday and Saturday, and 11 p.m. Sunday. For more information on 8UP visit www.8uplouisville.com.

First Hospitality Group, Inc. (FHG) is a leading hotel management, acquisition and development company with more than 30 years of award-winning experience. FHG’s unique people-driven professional culture fosters a team of highly skilled and motivated hospitality experts who consistently deliver outstanding property level performance, as well as memorable and engaging guest experiences. Headquartered in Chicago, FHG’s portfolio features 19 brands and 46 properties throughout the Midwest. For more information, visit, www.fhginc.com.