



MEDIA ALERT

For Immediate Release

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THE PFISTER HOTEL INVITES YOU TO EXPLORE YOUR FAMILY HERITAGE IN MILWAUKEE, THE “CITY OF FESTIVALS”

Special Weekend Packages Offer Cultural Education and Fun for Whole Family

MILWAUKEE, Wis., March 18, 2009 – This summer, treat the family to more than a vacation; treat them to a cultural celebration they will never forget. The historic Pfister Hotel has custom-tailored three- and four-night vacation packages that offer up special room rates and a smorgasbord of ethnic activities that are as fun and unique as they are educational. The ethnic package series was designed to complement Milwaukee’s varied world-famous ethnic festivals that occur each summer on the shores of Lake Michigan.

“Milwaukee is a city built on the cultural heritage of the immigrants who settled here, and The Pfister Hotel is part of that rich history,” said Joe Kurth, general manager of The Pfister Hotel. “Families can learn about their heritage while enjoying the festivals, and experiencing The Pfister, which is one of the most architecturally significant and beautiful buildings in Milwaukee.”

The Pfister Hotel is offering hotel and activity packages that combine special room rates at Milwaukee’s premier hotel, with suggested educational and recreational activities that reflect the ethnic roots of the city, such as culture-specific museum visits and art exhibits, ethnic dance troop performances, related architectural landmarks and restaurants serving authentic ethnic

cuisine. The three- and four-night packages, which are themed after the ethnic group hosting a festival that weekend at Maier Festival Park on the shores of Lake Michigan, include specials at The Pfister's restaurants and lounges.

Festival weekend packages have been developed in connection with: Polish Fest, June 19-21; Festa Italiana, July 16-19; German Fest, July 24-26; African World Festival, July 31-Aug. 2; Arab World Festival, Aug. 7-9; Irish Fest, Aug. 13-16; Mexican Fiesta, Aug. 21-23 and Indian Summer Festival, Sept. 11-13. The festivals offer cultural demonstrations, authentic music and food, ethnic shopping, kids activities and fireworks.

The extraordinary architecture of the recently renovated Pfister Hotel greets guests in grand style, with a captivating mural-painted ceiling, intricate gilded balconies, ornate chandeliers and soaring marblesque columns. Dine at the award-winning Mason Street Grill, enjoy the panoramic view from the 23rd floor Blu cocktail lounge or relax at the WELL Spa, Milwaukee's only private-suite spa and salon.

For more information, rates and availability, call (800) 472-4403, or visit www.thepfisterhotel.com

Having recently completed a multi-million dollar renovation, The Pfister Hotel continues the historic tradition of grand elegance, gracious service and impeccable style it began 1893. A member of the prestigious Historic Hotels of America and Preferred Hotels, The Pfister has been named to *Condé Nast Traveler's* Gold List of "World's Best Places to Stay," voted "World's Best Business Hotel," by *Travel + Leisure*, and awarded a Four-Diamond designation by AAA for the past 32 years. The 307-room landmark is located at 424 East Wisconsin Avenue, Milwaukee, Wis. For more information or to make reservations, call 414.273.8222 or toll-free 1.800.558.8222, or visit www.thepfisterhotel.com

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