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FOR IMMEDIATE RELEASE

Hotel 43 Offers Passport to Boise Art Scene

BOISE, Idaho (17 June 2009) — Imagine an art-filled weekend spent lingering in spacious galleries, watching Shakespeare performed under the stars, then attending a philharmonic concert the next morning after breakfast. Now imagine doing it all for free or for a fraction of the cost while staying at stylish Hotel 43 in downtown Boise.

Experiencing Boise's rich arts scene just got easier for guests of Hotel 43. The hotel announced today the creation of the *Hotel 43 Arts Passport*, a beautifully designed booklet that gives guests of the hotel free admission to the Boise Art Museum and complimentary or discounted tickets to an array of Boise performing arts organizations, including Ballet Idaho, Boise Contemporary Theater, the Boise Philharmonic, the Gene Harris Jazz Festival, the Idaho Shakespeare Festival, and Opera Idaho.

"The Hotel 43 Arts Passport lets our guests make their stay truly memorable with an arts experience of our city," said Lisa Benjamin, general manager of Hotel 43. "It's also our creative way of supporting Boise's arts organizations during a challenging economic time."

The Hotel 43 Arts Passport is complimentary to all guests of the hotel. Benjamin said the hotel wanted to find a way to introduce guests to Boise's visual and performing arts venues, many of which are within walking distance of the hotel, without adding to the cost of a stay. The Hotel 43 Arts Passport gives guests an experience above and beyond what they could normally expect from a hotel, she said.

Participating arts organizations welcome the idea. "We're delighted to collaborate with Hotel 43 to offer guests of the hotel free admission," said Melanie Fales, executive director of the Boise Art Museum. "The Hotel 43 Arts Passport is a wonderful partnership that will encourage Boise visitors to experience our very best cultural resources."

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Hotel 43 Offers Passport to Boise Art Scene (cont.)

Hannah Read, director of marketing for the Idaho Shakespeare Festival, said the passport comes at an important time. “During a difficult economic period, this is the kind of promotion that raises awareness and support for Boise’s many outstanding arts organizations. It shows how a cooperative and entrepreneurial spirit can benefit both business and the arts.”

Hotel 43 will give a copy of the Hotel 43 Arts Passport to guests during check-in and provide information about performances scheduled during their stay. Benjamin said she hopes guests will keep the passport as a memento. “It’s a beautiful piece, and we want it to be a reminder of an unforgettable stay at Hotel 43.”

Admittance to the Boise Art Museum is free, while complimentary tickets to the other six arts groups are subject to limited availability. When complimentary tickets are not available, the passport entitles hotel guests to discounted tickets to performances.

Hotel 43 in Boise is on the 43rd parallel in Idaho, the 43rd state. In addition to luxury accommodations in the heart of downtown Boise, Hotel 43 offers meeting and banquet facilities, a non-smoking environment, valet parking, an airport shuttle, and complimentary wireless Internet throughout the hotel. Experience the distinctive luxury of Hotel 43 and be inspired.

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