



**VANCOUVER  
COAST & MOUNTAINS**

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**For Immediate Release:**

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**Kimpton's Pacific Palisades Hotel Announces, "I HeART Stanley Park!"**

Employees of the Pacific Palisades Hotel Campaign to Rehabilitate Stanley Park

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Vancouver BC, February 1, 2007 - Annually, the employees of Kimpton's Pacific Palisades Hotel and Zin Restaurant & Lounge collectively select a charitable or community project to support throughout the month of February. This year, the employees have chosen to assist in the rehabilitation of Stanley Park, after it was devastated by windstorms in December, 2006 and again in January, 2007. Throughout the month, the employees will take part in fundraising and awareness generating projects benefiting the rehabilitation of the park.

This charitable campaign was branded 'I HeART Stanley Park' by Trent Latin, designer and 18-year employee of the Pacific Palisades Hotel. "The employees believe that we, as a community, have a responsibility to take care of our beloved park," says Latin. "I HeART Stanley Park is a call to action intended to encourage local artists to create or donate works of art that speak to the spirit of the park. If enough artists share the same sense of responsibility and agree to participate, the works will be exhibited and auctioned off in the art + soul gallery onsite the Pacific Palisades Hotel in May of 2007."

Details of 'I HeART Stanley Park' initiatives for the month of February:

- Letters requesting artist participation in the 'I HeART Stanley Park' Project will be distributed during the month of February.

- Artists interested in participating can email their contact information and a low resolution example of their work to [iheartstanleypark@pacificpalisadeshotel.com](mailto:iheartstanleypark@pacificpalisadeshotel.com)
- An employee designed display, complete with before and after photographs of Stanley Park, will be exhibited in the hotel lobby encouraging guests to make a donation.
- The hotel will replace traditional welcome amenities with cards printed on seed paper informing guests that a donation of \$1.00 was made on their behalf to Stanley Park.
- T-shirts and buttons with the slogan 'I HeART Stanley Park' will be on sale promoting the upcoming art exhibit, with proceeds going to the park fund.
- The employees of the hotel and restaurant will gather to create a piece of art that answers the question, "If your hotel or restaurant were a heart what would it look like?" After completion the artwork will be on display in the lobby of the hotel.
- Zin Restaurant & Lounge will donate \$1.00 of every dessert or specialty coffee sold during the month of February to the Stanley Park Rehabilitation Fund.

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#### About Stanley Park

Stanley Park opened September 27, 1888 by Mayor David Oppenheimer and was dedicated on October 29, 1889 by Lord Stanley, Governor General of Canada. One of the city's main tourist attractions, Stanley Park is an evergreen oasis of 400 hectares (1,000 acres) located close to the downtown core on the north foot of Georgia Street. The park abounds in wildlife, features 8.8 km of Seawall, is home to approximately 500,000 trees and is visited by approximately 8 million visitors annually.

#### About Pacific Palisades Hotel

The Pacific Palisades Hotel boasts a fashionable Robson Street address and a hip interior design inspired by South Beach culture. The fun environment is ultimately comfortable and anything but cookie-cutter, from the Murano glass chandelier and suspended fireplace in the intimate lobby to the many unique amenities throughout. The rooms and suites are sunny and cheerful, with the right stylish touches to pamper guests.

For more information and to make reservations, please contact the Pacific Palisades Hotel, 1277 Robson Street, Vancouver, B.C., Canada, V6E 1C4, call 604.688.0461 locally and 800.663.1815 in the U.S. and Canada, or visit [www.pacificpalisadeshotel.com](http://www.pacificpalisadeshotel.com). Digital images can be downloaded from [http://photos.kimptongroup.com/hotel\\_photo\\_downloads/pacific\\_palisades\\_hotel.html](http://photos.kimptongroup.com/hotel_photo_downloads/pacific_palisades_hotel.html)