

THE BEVERLY HILLS HOTEL CELEBRATES THE NEXT GENERATION

The lap of luxury has never been more fun for the under-13 crowd staying at The Beverly Hills Hotel. Realizing that children are very important people too, the Hotel overlooks no detail to ensure that every child's stay is unforgettable. The Hotel's **V.V.I.P.** program is part of an extensive list of amenities and services offered at the hotel.

The program reinforces the staff's commitment to making each child feel like a valued guest in their own right. Children are greeted by name every time they make an appearance and upon arrival are formally presented with the hotel's exclusive **V.V.I.P.** card to be actually signed by the young guest. This card entitles the bearer to complimentary sodas, bottled water, juice, iced tea, or lemonade at The Fountain Coffee Shop and the Cabana Cafe. From a BHH Teddy Bear, to chocolate chip cookies, to popcorn and gummi bears, there are also unique age-appropriate in-room amenities for each child. In the bathroom, a pink rubber ducky brings fun to bath-time and a child-sized logo bathrobe provides snuggly comfort.

The miniature pink rubber ducky proudly displays the green Beverly Hills Hotel monogram while the Teddy Bear sports its own Beverly Hills Hotel T-shirt. If additional duckies or bears are necessary for taking home, they are available for purchase in the hotel's exclusive Logo Shop. Other signature items in the shop include baby blankets and sleepers, bathrobes, tee shirts, bath toys and stuffed toys.

On the hotel grounds, there is plenty to keep a child actively entertained. Spend the day swimming in one of the world's most famous pools, complete with complimentary afternoon sorbet. The hotel maintains a selection of board games, and child-themed videos and games can be accessed through the interactive TV system for "quiet-time." For today's "techno-savvy" kids, every room and suite has computer modem capability, so bring along the game-loaded laptop and plug in!

The hotel's concierge can arrange any childcare services parents may need and can assist with the organization of a day's itinerary to any of the dozens of nearby family activities and attractions such as Universal Studios, La Brea Tar Pits, and Griffith Park Observatory. If needed, cribs are available and baby strollers, tubs and playpens can be rented.

Moms and Dads also get the royal treatment at the "Pink Palace." While the children are enjoying themselves at the pool, parents can relax in a luxury poolside cabana and experience the exciting contemporary menu at the Cabana Café. With baby-sitting services available, parents can enjoy an intimate evening on the romantic patio of the renowned Polo Lounge.

The Beverly Hills Hotel offers the finest accommodations for families of all sizes - from luxurious guestrooms with separate sleeping areas to the sumptuous three-bedroom Presidential Bungalow, complete with a private lap pool and Jacuzzi.