



Willard InterContinental Joins Historic Hotels of America

WASHINGTON DC, March 21, 2011 – The Willard InterContinental Washington DC is pleased to announce it has joined Historic Hotels of America®, a program of the National Trust for Historic Preservation and brand of Preferred Hotel Group.

The Willard InterContinental is one of more than 230 hotels and resorts throughout the country that is recognized by Historic Hotels of America for preserving and maintaining its historic integrity, architecture and ambiance.

“The trend of cultural travel in America continues to grow,” said Thierry Roch, executive director of Historic Hotels of America®. “By inviting the Willard InterContinental into our collection of distinguished properties, we are continuing to encourage historic preservation while at the same time showcasing this hotel’s rich history. Our goal is to bring these historically special hotels and their authentic experiences to the attention of the traveling public.”

To be selected for membership in National Trust Historic Hotels, a hotel must be at least 50 years old, listed in or eligible for the National Register of Historic Places or recognized locally as having historic significance.

“We are glad to join the distinguished ranks of America’s great historic hotels under the umbrella of Historic Hotels of America,” said Jim Veil, Regional Director of Operations for Baltimore and Washington, D.C. and General Manager of the Willard InterContinental. “Like the Willard, these member properties have incredible American stories to tell and they have taken special care to maintain and highlight their legacies for current and future generations.”

A microcosm of America’s history, the Willard is known as the “Residence of Presidents” having hosted nearly every U.S. president since Zachary Taylor in 1850. Located on Pennsylvania Avenue, on the inaugural route, the hotel has enjoyed a long tradition as the site of presidential inaugural events. Lincoln and his family resided at the Willard before moving into the White House. During the Civil War, Nathaniel Hawthorne described the Willard for the Atlantic Monthly as “...much more justly called the center of Washington than either the capitol, the White House or the State Department...” Walt Whitman immortalized the hotel’s bar in a poetic appeal to union troops. This “Washington Monument of Hospitality” hosted almost every U.S. president since Zachary Taylor, in 1850. It was at the Willard that Julia Ward Howe wrote The Battle Hymn of the Republic, where President Ulysses S. Grant popularized the term Lobbyist, and where Rev. Dr. Martin Luther King finished his renowned “I Have a Dream” speech. From its inception to this day, the Willard has been a major force in the social and political life of Washington, DC.

About Historic Hotels of America®

Historic Hotels of America® was founded in 1989 by the National Trust for Historic Preservation® with 32 charter members. In 2007, Preferred Hotel Group partnered with the National Trust for Historic Preservation to grow and enhance Historic Hotels of America. With more than 230 hotels that have faithfully maintained their authenticity, sense of place and architectural integrity in the United States of America including the U.S. Virgin Islands and Puerto Rico, Historic Hotels of America is comprised of mostly independently owned and operated properties. Nearly 100 hotels are operated by some of the worlds finest hospitality brands including Starwood, Hilton and Marriott. To be selected for this prestigious program, a hotel must be at least 50 years old, listed in or eligible for the National Register of Historic Places or recognized as having historic significance. Historic Hotels of America partners with Historic Hotels of Europe, a federation of 21 hotel associations in 21 countries, and with Historic Hotels of Mexico, an association of hotels and restaurants located in buildings of historical significance including haciendas, palaces, monasteries, convents, fortresses, country estates. For more information please visit www.historichotels.org.

About Willard InterContinental Washington DC

The Willard InterContinental is located in the heart of the nation's capital on Pennsylvania Avenue near the White House, the Smithsonian museums and the downtown business and theatre districts. The Willard epitomizes world-class hospitality as the hotel of choice for heads of state and leaders of the world's business, cultural, social and political elite. The hotel's 335 well appointed guestrooms include 41 elegant suites. Dining options include Café du Parc, the popular French bistro with seasonal outdoor seating, the Occidental Grill & Seafood, traditional Afternoon Tea in Peacock Alley and the classic Round Robin Bar. The luxurious Red Door Spa offers a wide array of pampering treatments.

An American institution, the Willard has hosted nearly every U.S. president since 1853. It was at the Willard that Julia Ward Howe wrote The Battle Hymn of the Republic, where President Ulysses S. Grant popularized the term "Lobbyist," and where Rev. Dr. Martin Luther King finished his renowned "I Have a Dream" speech. The Willard is also noted for its 100% wind power, recycling and charitable initiatives including Anacostia River clean-up, the hotel's "Adoption" of a Pershing Park, and support of a school prom for disabled youth. The classic Willard InterContinental combines heritage and luxury with contemporary comfort and the latest technology. Tel. 202-628-9100, 1-800-827-1747, or Web site: www.washington.intercontinental.com. Twitter: www.twitter.com/willardhotel ; Facebook: www.Facebook.com/willardhotel