



FOR IMMEDIATE RELEASE
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“GROW YOUR MO” WITH HOTEL ZAZA!

Hotel ZaZa Employees Will Donate Their Faces and Funds this “Mo”vember to Raise Awareness for Men’s Health

MO’WHAT:

For the month of November, **Hotel ZaZa** male employees will grow and show a variety of **moustaches** in conjunction with over 1 million men serving as walking billboards for Movember, a global campaign spreading awareness for men’s health. This movement will specifically benefit the **Prostate Cancer Foundation** and **LIVESTRONG**, the Lance Armstrong Foundation. In 2010, over 64,500 US participants raised \$7.5 million. As one of six Dallas Moustache destinations, Hotel ZaZa is continuing their commitment to community relations and is proud to offer a variety of promotions to raise **Mo’money** and **Mo’awareness** for this cause.

PRO’MO’TIONS:

- **ZaZa Gives Back**
Hotel ZaZa will donate \$5 to the Movember Foundation for every guest who books under the ZaZa Gives Back rate, which previously supported the Susan G. Komen Foundation.
- **Dragonfly Discount**
Mo’Bros and Mo’Sistas who wear their moustaches to Dragonfly will receive a 25% discount off their meal.
- **Mo’Updates**
Hotel ZaZa will be taking weekly mo’updates and status photos of their employees to track their moustache growth. Pictures will be posted on their Facebook page (Hotel ZaZa Dallas) in order to show their support of the cause.
- **Spot that Mo’**
Not only are they employees at Hotel ZaZa’s growing moustaches, but their logo has grown one too! Moustaches will be seen all over the hotel on the logo, mirror decals, staff t-shirts and more! Spot that Mo’!
- **Carstaches**
Employees will not be the only ones sprouting moustaches. In addition to the Hotel ZaZa logo, all Hotel ZaZa vehicles will be outfitted with a Mo’stache as well.

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- **Movember Happy Hour**
On November 10, Hotel ZaZa will be hosting a happy hour benefitting Movember.
- **Stache Bash at Hotel ZaZa**
Hotel ZaZa will serve as the location for the final Dallas Movember event, the Stache Bash, November 30 at 8:30 pm.

MO'WHEN: November 1, 2011 – November 30, 2011

MO'WHERE: Hotel ZaZa Dallas
2332 Leonard Street
Dallas, Texas 75201
(214) 550-9492

MO'INFO: For more information, photos and updates go to <http://mobro.co/hotelzaza> and join the official Hotel ZaZa Mo Team. Help change the face of men's health while having Mo'fun with the Hotel ZaZa family!

About Hotel ZaZa

Hotel ZaZa is a sensory experience that is refined yet relaxed. Its sophisticated and sensual interior design and culinary excellence is completed by a staff that pays impeccable attention to each and every guest, making them feel at home. Whether for business, a romantic weekend, or world-famous celebrities, both hotels blend intimate comfort with Stay ZaZa-style to create inspired accommodations, one-of-a-kind themed suites, and award-winning restaurants and spas.

Nestled in the fashionable Uptown neighborhood and next to downtown, **Hotel ZaZa Dallas** is a creative mix of warm, Mediterranean elegance and comfortable chic. This exceptional boutique hotel offers 6,000 square feet of function space, 152 rooms, 17 concept suites, the Magnificent Seven Suites, the award-winning **Dragonfly**, **Modern American Kitchen**, the relaxing **ZaSpa** and the **Stay ZaZa Art House & Social Gallery**. Reservations may be made at hotelzadallas.com or by calling 888.880.3244.

Located in the heart of the vibrant Museum District and minutes from the world renowned Texas Medical Center, **Hotel ZaZa Houston** boasts 17,000 square feet of function space and is the perfect backdrop for any business meeting - not to mention home to some of Houston's most memorable weddings and galas. **Monarch Bistro** and the tranquil **ZaSpa** combine to create the hotel's breadth of impressive amenities. With more than 300 rooms, including Pool Villas, Concept Suites and The Magnificent Seven Suites, ZaZa exceeds all expectations. Reservations may be made at hotelzazahouston.com or by calling 888.880.3244.

Hotel ZaZa, a member of the Preferred Hotel Group™, was created by Charles (Charlie) S. Givens (www.csgevins.com) and Jeff Records and is owned by Givens-Records Developments. Operations management and marketing are provided by Z Resorts, LLC, led by Z Resorts President Benji Homsey.

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