



NEWS RELEASE
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**SAN JOSE'S HOTEL INDUSTRY TO RAISE MONEY FOR
CHILDREN'S MIRACLE NETWORK**

Hospitality Leaders Gear Up for 2nd-Annual Hotel Summer Olympics on August 28

SAN JOSE, CALIF. – August 11, 2005 – Team San José (TSJ), the San José Convention & Visitors Bureau (SJCVB) and the hotel community will be gearing up for some friendly competition at the 2nd Annual San José/Santa Clara Hotel Summer Olympics, which is scheduled Sunday, August 28 from 11:00 a.m. – 4:00 p.m. at Discovery Meadow Park in downtown San José.

This year's Hotel Summer Olympics, hosted by the San Jose Marriott, brings members of the local hotel community and partners including TSJ and the SJCVB together to strengthen relationships and raise funds for a worthy cause. Proceeds will go to the Children's Miracle Network to help support the Children's Hospital & Research Center.

Come One, Come All

The local community is encouraged to come out and support the 2nd Annual Hotel Summer Olympics and cheer on their favorite hotel property as they compete for the coveted title of Hotel Champion of the Year. Competitors will take part in various contests, such as Hotel Idol, a parody of the popular "American Idol," a traditional game of Tug-of-War, a chili cook-off, and an obstacle course race. Plenty of food, drink and games will be available and several prizes will be raffled off including gift certificates, hotel packages from sponsors, and a Grand Prize Disneyland trip for four. More than 1,500 people are expected to attend this year's event.

Hotel participants include the Dolce Hayes Mansion, Doubletree Hotel, Fairmont Hotel, Hilton San Jose & Towers, Hotel De Anza, Hyatt San Jose, Westin Santa Clara, and the winner of last year's Hotel Olympics, the San Jose Marriott. The hotel community will sponsor booths where they will raise money through food concessions, games, and more.

San José's Hotel Industry to Raise Funds for Children's Miracle Network, August 11, 2005

Below is a snapshot of the event's itinerary:

10:30 a.m. – Registration and parade of teams through downtown San José to Discovery Park

11:00 a.m. – Welcoming ceremony

11:40 a.m. – 3:20 p.m. – Hotel Olympics Competition

*Note: Hotel Idol singing contest to start at approximately 12:15 p.m.

**Raffle drawings held at 1:30 and 3:20 p.m.

3:25 p.m. – Awards Ceremony; Hotel Champion of the Year honored

For more information about the 2nd Annual Hotel Summer Olympics, please contact Melissa Ortiz at 408.278.4416 or via email at Melissa.Ortiz@marriott.com.

About The San José Convention & Visitors Bureau (SJCVB)

The San José Convention & Visitors Bureau's (SJCVB) mission is to enhance the image and economic well being of San José by taking the leadership role in marketing San José as a globally recognized destination. The SJCVB offers meeting planners, tour operators, and individual visitors a team of professionals who can assist with their destination planning process from beginning to end. To receive a copy of the Bureau's *Meeting Planning Guide* or *Official Visitors Guide*, please contact the SJCVB at 1.800.SAN.JOSE (1.800.726.5673) or visit <http://www.sanjose.org>.

About Team San José

Team San José, a public benefit corporation, was founded in December 2003, for the exclusive purpose of ensuring that the City of San José's six convention and cultural facilities are managed more efficiently and responsive to customer needs. The Team San José Board of Directors is composed of local community stakeholders, including hoteliers, organized labor, cultural arts groups and the convention and visitors bureau. These stakeholders share in the sales and marketing of the facilities, and ultimately, the collaboration will enhance customer experience, reduce operating costs and improve the overall economic impact to San José businesses.

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