

THE WESTIN
KIERLAND
RESORT & SPA
PHOENIX-SCOTTSDALE

FOR IMMEDIATE RELEASE

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STARWOOD ARIZONA HOTELS AND RESORTS SUPPORT ONEHOPE WINE
AND BREAST CANCER AWARENESS DURING MONTH OF OCTOBER
Six brand properties in state serving ONEHOPE Chardonnay in outlets and lounges

Scottsdale, Ariz. (Sept. 20, 2010) – During the month of October, six Starwood hotels and resorts in Arizona will support ONEHOPE Wine's commitment to Breast Cancer Awareness by serving the label's Chardonnay in their dining outlets and lounges. Participating Starwood properties in the greater Scottsdale/Phoenix area include [The Westin Kierland Resort & Spa](#), [Sheraton Wild Horse Pass Resort & Spa](#), [The Phoenician](#), [Sheraton Phoenix Downtown Hotel](#), and [Sheraton Crescent Hotel](#), along with [The Westin La Paloma](#) in Tucson.

ONEHOPE donates 50 percent of profits generated from the sale of every bottle of its Chardonnay to the National Breast Cancer Foundation, and is working toward a contribution goal of \$100,000 this October alone. The National Breast Cancer Foundation is focused on education, prevention from early detection and treatment, as well as support of research programs in leading facilities across the country.

The special ONEHOPE California Chardonnay, hand-crafted by Rob Mondavi Jr., displays classic varietal notes of pear and lemon on the nose, carrying through on the palate with a crisp, silky finish. Visitors to any of the listed Arizona Starwood properties' restaurants and lounges during October are invited to enjoy a bottle of this light-to-medium bodied wine, and help support Breast Cancer Awareness Month.

About Starwood Hotels & Resorts Worldwide, Inc.

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with 1000 properties in nearly 100 countries and territories with 145,000 employees at its owned and managed properties. Starwood Hotels is a fully integrated owner, operator and franchisor of hotels, resorts and residences with the following internationally renowned brands: St. Regis®, The Luxury Collection®, W®, Westin®, Le Méridien®, Sheraton®, Four Points® by Sheraton, and the recently launched Aloft®, and Element SM. Starwood Hotels also owns Starwood Vacation Ownership, Inc., one of the premier developers and operators of high quality vacation interval ownership resorts. For more information, please visit www.starwoodhotels.com.

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About The Westin Kierland Resort & Spa

The Westin Kierland Resort & Spa is a four-diamond Resort located in the heart of "new" Scottsdale in the Sonoran Southwest. The Arizona Resort features 732 rooms, 55 suites and 32 casitas; 208,000 square feet of indoor and outdoor function space; eight food and beverage venues; a full-service spa and fitness studio; an elaborate water park including a water slide and lazy river ride; Westin Kids Club®; and the 27-hole Kierland Golf Club. Kierland Resort offers award-winning Family FUN events and activities in Phoenix. As an added benefit, The Westin Kierland is adjacent to Kierland Commons, one of the hottest shopping and dining districts in the Valley, and the new Scottsdale Quarter. For more information about The Westin Kierland Resort & Spa please visit www.kierlandresort.com or call 480-624-1000. Follow us on [Twitter](#) and fan us on [Facebook](#).

About The Phoenician

Located at the base of Camelback Mountain, the 250-acre Phoenician offers two exquisite experiences – a 583-room AAA Five Diamond resort hotel and an exclusive Five Diamond boutique hotel, The Canyon Suites -- at one magnificent destination. The property features elegant, residential-style accommodations, distinctive and tantalizing cuisine at Il Terrazzo, J&G Steakhouse and Relish Burger Bistro, a championship golf course, 11 tennis courts, The Centre for Well-Being and Salon Mila spa complex, a family activities program for all ages and interests, numerous boutique shops and a \$25 million art collection. In addition to these offerings, the stylish 60-room Canyon Suites provides more intimate surroundings and enhanced services, creating an atmosphere of uncompromising splendor. Both The Phoenician and The Canyon Suites are owned and operated by Starwood Hotels & Resorts Worldwide, Inc., as part of The Luxury Collection. For additional information, please call (480) 941-8200; (800) 888-8234 or visit www.thephoenician.com.

About The Sheraton Wild Horse Pass Resort & Spa

The Sheraton Wild Horse Pass Resort & Spa, located on the Gila River Indian Community, is a total destination resort showcasing the heritage, culture, art and legends of the Pima and Maricopa Tribes. The resort offerings include: 500 culturally themed rooms, Forbes Five-Star/AAA Five-Diamond Dining at [Kai](#), the Forbes Four-Star Native American [Aji Spa](#); 36-holes of Troon-managed golf at [Whirlwind Golf Club](#); the 1,000-acre Koli Equestrian Center, and a boat cruise to nearby attractions. For more information please visit www.wildhorsepassresort.com. Become our fan on [Facebook](#) or follow us on [Twitter](#).

About The Westin La Paloma

At The Westin La Paloma, you'll discover an experience with a singular focus: making you feel special every moment of every day. In fact, our guests often remark on the magical qualities of our wonderful haven. Awaiting your arrival includes five pools, 27 holes of championship caliber golf, Elizabeth Arden Red Door Spa and seven restaurants anchored by our newest creation, Azul Restaurant and Lounge. Enter our magnificent, light-infused lobby, where grand, 3-story arched windows frame a stunning, panoramic view of the Catalina Mountains. Calming music, soothing aromas, and Westin's exclusive Heavenly Bed® invite you to leave the cares of the common world behind. To learn more about the services and amenities awaiting your arrival please visit us at www.westinlapalomaresort.com or call 520-742-6000.

About the Sheraton Crescent Hotel

The Sheraton Crescent Hotel is centrally located in Phoenix and features a recently renovated link at Sheraton, new Sheraton Sweet Sleeper™ Bed, state-of-the-art meeting facilities, a pool with 166-ft. waterslide, as well as extensive fitness and recreational options. For more information or for reservations, call (602) 943-8200 or visit www.sheratoncrescent.com.

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About Sheraton Phoenix Downtown

The 1,000 room hotel, which opened on September 30, 2008, is the largest hotel in Arizona and accommodates more guests for events and meetings than any other hotel in the downtown area. The hotel features a 3,500-square foot fitness center, a 4,500-square foot outdoor pool and sundeck, an 11,500-square foot restaurant with bar and lounge and more than 80,000 square feet of flexible, state-of-the-art meeting space. Located in the heart of downtown Phoenix and just one block from the newly renovated Phoenix Convention Center, it is the first hotel that has been built in Downtown Phoenix since 1976. This particular property is the first to feature the new design, representing the future of the Sheraton brand. It strives to be a place that is warm and comforting, second only to home, where visitors can come to connect and belong. For additional information, please visit www.sheratonphoenixdowntown.com.

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