



For Immediate Release
September 2008

Contact
Susan Ward Freeman
susan.wardfreeman@aldenhotels.com
832-200-8801

**ALDEN-HOUSTON INTRODUCES “SO MATERIAL GIRL” HOTEL PACKAGE
Downtown Houston Boutique Hotel Located Blocks Away from Madonna’s Houston Stop**

Houston – Madonna, who last played Houston at the Astrodome 18 years ago, is coming back. The pop diva’s Sticky and Sweet tour includes a Nov. 16 stop at Minute Maid Park. For those who want to party like a rock star, Alden-Houston, downtown’s finest boutique hotel, is offering fans a “so material girl” weekend package, complete with a Madonna welcome amenity upon arrival, dinner for two at the hotel’s award-winning restaurant, *17, on Saturday, Nov. 15, and admission to the hotel’s “Sticky and Sweet” pre-concert party on the veranda on Sunday, Nov. 16th.

“Just four blocks from Minute Maid Park, Alden is the perfect location to warm up for Madonna’s only Texas stop on her Sticky and Sweet tour,” said Susan Ward-Freeman, general manager for Alden-Houston. “We are planning a pre-concert party on our indoor/outdoor second-floor veranda, fitting of the ‘material girl’ featuring everything Madonna – music, videos and a look-a-like contest, representing Madonna’s iconic and ever-changing image throughout the past four decades.” Four look-a-like winners will receive a certificate for a future overnight stay and breakfast for two. The pre-party includes a complimentary cocktail and bites and is open to the public. Admission to the “Sticky and Sweet Party” only is \$15 per person in advance, or \$20 at the door.

The Madonna after-concert party continues, highlighting the pop diva’s videos and movies, in Alden’s a+ bar.

The “so material girl” package includes:

- Two-Night Deluxe Hotel Accommodations for November 15 and 16
- Madonna Welcome Amenity
- Three-Course Dinner for Two, with Wine Pairings, at the Award-Winning *17 on Saturday, November 15th
- Admission for Two to Alden’s “Sticky and Sweet” Pre-Concert Party on the Veranda
- Transportation to and from Concert
- Overnight Valet Parking both Saturday and Sunday evenings

Price:

- \$619, Deluxe accommodations for two, plus taxes and gratuities
- \$769, Suite accommodations for two, plus taxes and gratuities

For more information visit www.aldenhotels.com. For reservations, please email Courtney Briggs at courtney.briggs@aldenhotels.com or call 832-200-8800.

*The five-star Alden-Houston is home to the award-winning restaurant, *17, offering an enticing variety of New American cuisine, paired with an extensive international wine list. The hotel’s lounge, a+, provides the perfect end to any day with handcrafted signature cocktails.*

Alden-Houston is located just minutes from Houston's Theatre District and provides special pre-theatre menus and transportation to and from theatre events. It is also conveniently located to the George R. Brown Convention Center and sports arenas, including Minute Maid Ballpark, Toyota Center and Reliant Stadium, homes of the Houston Astros, Rockets and Texans.

###

As a member of Preferred Hotels & Resorts, Inc., Alden-Houston is known for its' five-star accommodations, world-class service and exquisite dining. Located in the heart of downtown Houston, Alden-Houston combines classic architecture with cutting-edge, contemporary design. Alden-Houston welcomes you to indulge in the award-winning restaurant, *17, and the stylish lounge, a+. *17's New American Cuisine is certain to please all discerning palates, and the elegant, yet casual atmosphere of a+ invites you to relax and unwind. For more information, visit www.aldenhotels.com.