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PROVENANCE HOTELS JOINS SHARE OUR STRENGTH'S GREAT AMERICAN BAKE SALE

Room Service 'Bake Sale' To Benefit the Fight Against Childhood Hunger

Portland, Ore., Feb. 28, 2011 – More than 16 million American kids go to bed hungry but child nutrition programs make a positive difference and now travelers can, too. Provenance Hotels is joining Share Our Strength® in the fight against childhood hunger and staging the nation's first-ever room service 'bake sale.' During Share Our Strength's Great American Bake Sale®, from March 1-October 31, 2012, room service menus at participating Provenance Hotels will tempt guests into joining the fight with delicious Great American Bake Sale Chocolate Cake. For every slice sold, Provenance Hotels will donate 50% of the menu price to Share Our Strength.

“Our hotels have strong ties to nonprofit and art organizations in their local communities but we’ve never before done a brand-wide fundraising campaign,” said Bashar Wali, President of Provenance Hotels. “We are excited to partner with internationally-recognized visionaries like Share Our Strength and present a new twist on their Great American Bake Sale that gives our guests the opportunity to help end childhood hunger in America.”

Known for integrating art into the guest experience, each of the award-winning properties has put their own artistic spin on the Great American Bake Sale Chocolate Cake. In Portland, glamorous Hotel deLuxe in Portland, Ore. channels the Golden Age of Cinema and is offering a classic take on chocolate cake paired with fresh berries and caramel sauce. A few blocks away at Hotel Lucia, where works of Pulitzer Prize-winning photographer David Hume Kennerly showcase contemporary American history and culture, a layered chocolate cake is topped with tart raspberry sauce and spiced whipped cream.

Great American Bake Sale Chocolate Cake can also be found on the menu at Hotel Murano. Located in Tacoma, Wash., the epicenter of the American art glass scene, the property is famed for an ambitious collection of glass art and is presenting an equally impressive 11 layer fudge cake with fresh raspberries. At Hotel Preston in Nashville, Tenn., the rich chocolate layer cake features chocolate chips and creamy icing infused with a hint of Bailey's – a perfect counterpoint to the playful art on display throughout the property.

About Provenance Hotels

Provenance Hotels are award-winning urban boutique hotels with a distinct and deeply integrated art story. They include Hotel deLuxe and Hotel Lucia in Portland, Ore., Hotel Max in Seattle, Wash., Hotel Murano in Tacoma, Wash., and Hotel Preston in Nashville, Tenn. Provenance Hotels can be found online at www.provenancehotels.com.

About Share Our Strength's Great American Bake Sale®

Share Our Strength's Great American Bake Sale®, presented by Domino® Sugar and C&H® Sugar, and Duncan Hines®, is a national fundraising initiative that encourages people to host bake sales in their communities to support Share Our Strength's No Kid Hungry® Campaign, to end childhood hunger in America by 2015. Since 2003, more than 1.7 million people have participated in Great American Bake Sale, raising more than \$6 million to make sure there is no kid hungry in America. Visit www.GreatAmericanBakeSale.org.

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