

**PRESS RELEASE**

**For Immediate Release:**

**HOTEL PHILLIPS ENCOURAGES BIG 12 TOURNAMENT ATTENDEES TO SHOW TEAM SPIRIT BY DONATING BLOOD**

*Hotel Partners with Community Blood Center for Blood Drive During Basketball Tournament*

February XX - Kansas City, Mo - Hotel Phillips, a historic boutique hotel located in the heart of downtown Kansas City, will be hosting a blood drive during the NCAA Big XII Men’s Basketball Tournament on March 11, 2015 from 10 a.m. to 2 p.m.

The drive is in partnership with the Community Blood Center. Kansas City’s Community Blood Center serves nearly 70 hospitals in more than 70 counties in Missouri and Kansas. This requires 580 units of blood per day. Hotel Phillips is encouraging all tournament attendees and spectators to stop by the hotel, located just a few blocks away from the Sprint Center, to donate blood and help potentially save a life. The theme of the drive is “What Colors Do You Bleed?” to tie in to the Big 12 Championship.

“We know the Big 12 basketball teams have a lot of heart and determination,” said Gerald Rappaport, General Manager of Hotel Phillips and 12 Baltimore restaurant. “The blood drive is a great way for the entire conference to come together for a greater cause.”

Hotel Phillips and the Community Blood Center recommend that all participants make an appointment at <http://bit.ly/Big12BloodDrive>. Appointments could last anywhere from 15-45 minutes so please plan accordingly. Walk-ins are welcomed.

All donors who visit the hotel during the blood drive will also receive a discount at award-winning 12 Baltimore.

For more information about Hotel Phillips, please visit the website at [www.hotelphillips.com](http://www.hotelphillips.com/) or call (877) 704-5341.

Hotel Phillips is owned and managed by Marcus Hotels & Resorts, a leading hotel management company based in Milwaukee, Wis. For more information on the latest news and updates from Marcus Hotels & Resorts, please visit: [http://media.marcushotels.com.](http://media.marcushotels.com/)

**About Hotel Phillips:**

Hotel Phillips is Kansas City’s most historic and prestigious boutique hotel located in the heart of downtown. Hotel Phillips opened its doors in 1931 and today remains committed to unparalleled guest services and amenities to complement the hotel’s distinctive Great Gatsby art deco style. Featuring a beautiful and elegant lobby, spacious guest rooms and an award-winning restaurant, Hotel Phillips is listed on the National Register of Historic Places and has been recognized in Southern Living, USA Today, Food & Wine and The Wall Street Journal. Make your reservations today by calling 816-221-7000 or visit [http://www.HotelPhillips.com](http://www.prweb.net/Redirect.aspx?id=aHR0cDovL3d3dy5Ib3RlbFBoaWxsaXBzLmNvbQ==). For more information, follow the Hotel Phillips on [Facebook](https://www.facebook.com/HotelPhillips?ref=br_tf) and [Twitter](http://media.hotelphillips.com/wp-admin/twitter.com/hotelphillips).

**About Marcus Hotels & Resorts**

Marcus Hotels & Resorts, a division of The Marcus Corporation (NYSE: MCS), owns and/or manages 20 hotels, resorts and other properties in 11 states. A force in the hospitality industry, Marcus Hotels & Resorts provides expertise in management, development and historic renovations. The company’s portfolio includes a wide variety of properties including city-center meeting hotels, upscale resorts and branded first-class hotels. For more information on the latest news and updates, please visit: [http://media.marcushotels.com](http://www.prweb.net/Redirect.aspx?id=aHR0cDovL21lZGlhLm1hcmN1c2hvdGVscy5jb20=) and follow the company on [Facebook](http://media.hotelphillips.com/wp-admin/facebook.com/marcushotels) and [Twitter](http://media.hotelphillips.com/wp-admin/www.twitter.com/marcushotels).

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**MEDIA ALERT**

**HOTEL PHILLIPS TO HOST BLOOD DRIVE**

What:

Hotel Phillips will partner with Community Blood Center for a blood drive during the NCAA Big XII Men’s Basketball Tournament:

**>** Appointments are encouraged. Walk-ins welcomed. An appointment is approximately 30 minutes.

> Visit the following link to make an appointment: bit.ly/Big12BloodDrive

Who:

Hotel Phillips, one of Kansas City’s favorite boutique hotels located in the heart of downtown, in partnership with Community Blood Center

Why:

All of the Big 12 basketball teams have a lot of heart and determination. This year, Hotel Phillips is offering tournament attendees the opportunity to show their heart. Stop by Hotel Phillips on Wednesday March 11 between 10 a.m. and 2 p.m. to donate blood and potentially save a life. Donors will also receive a discount at award-winning 12 Baltimore restaurant.

When:

Wednesday, March 11, 2015 from 10:00 a.m. to 2:00 p.m.

Where: Hotel Phillips

106 W. 12th St

Kansas City, MO 64106

Contact:

Katie Lewis at (816) 474-2920 or katiel@meers.com

**POTENTIAL TWEETS FOR BLOOD DRIVE:**

#DidYouKnow donating blood can help save the life of a person who has been in an accident? Stop by today between 10 and 2 and donate! <http://bit.ly/Big12BloodDrive> [@CommBloodCtrKC](https://twitter.com/CommBloodCtrKC)

Hey @Big12Conference fans! Stop by between games and donate blood. You’ll help save a life! <http://bit.ly/Big12BloodDrive>

We’re teaming up with [@CommBloodCtrKC](https://twitter.com/CommBloodCtrKC) and hosting a blood drive on 3/11. Set up an appointment to donate and save a life! <http://bit.ly/Big12BloodDrive>

#DidYouKnow the blood you donate is separated into plasma and red blood cells? One donation saves two lives! Stop by the Hotel on 3/11 to donate to [@CommBloodCtrKC](https://twitter.com/CommBloodCtrKC). <http://bit.ly/Big12BloodDrive>

Hey @kstatesports fans! Stop by between games and donate blood. You’ll help save a life while you cheer on the Wildcats! <http://bit.ly/Big12BloodDrive>

Hey @KUAthletics fans! Stop by between games and donate blood. You’ll help save a life while you cheer on the Hawks! <http://bit.ly/Big12BloodDrive>

Hey @CycloneATH fans! Stop by between games and donate blood. You’ll help save a life while you cheer on the Cyclones! <http://bit.ly/Big12BloodDrive>

Could also tweet at influential figures during the tournament (Bill Self, ESPN if they’re covering, Sprint Center, Power and Light, QuickTrip)