

TRUMP®

HOTEL COLLECTION

FOR IMMEDIATE RELEASE

Contact: Jay Austin / Nick Valente
Middleton & Gendron Inc.
(212) 284-9939 / (212) 284-9942
jaustin@mg-pr.com / nvalente@mg-pr.com

TRUMP® HOTEL COLLECTION'S NEW YORK HOTELS CELEBRATE FASHION'S NIGHT OUT WITH IVANKA TRUMP FINE JEWELRY

*Package at Trump International Hotel & Tower® New York and Trump SoHo™ New York
Includes the New Ivanka Trump Girl Up Bracelet and Gift Card*

NEW YORK – Aug. 27, 2010 – To celebrate the second annual **Fashion's Night Out**, the new [Trump SoHo™ New York](#) and newly renovated [Trump International Hotel & Tower® New York](#) will offer the unique "**Fashion's Night Out**" package in collaboration with [Ivanka Trump Fine Jewelry](#).



On Sept. 10, the Ivanka Trump Fine Jewelry boutique will fete its founding partnership of the [United Nations Foundation's Girl Up campaign](#) and the launch of its **Girl Up Bracelet**. The bracelet will retail for \$30, and feature a sterling silver chain and signature coral silk cord connected by a Girl Up and Ivanka Trump Fine Jewelry logo charm. One hundred percent of the net proceeds will be donated to the Girl Up campaign.

Available for the night of Sept. 10 only, the "Fashion's Night Out" package includes a one-night hotel stay and a welcome amenity of a Girl Up Bracelet and gift card for \$500 (applicable toward a minimum purchase of \$1,500) from the Ivanka Trump Fine Jewelry boutique. Attend the celebration of Fashion's Night out at the Ivanka Trump Fine Jewelry boutique at 685 Madison Ave. between 61st and 62nd Sts., from 6 to 11 p.m. with the VIP passes you will find along with your welcome gift. The package is priced from \$750 at Trump International Hotel & Tower New York and from \$529 at Trump SoHo New York.

To book the package at Trump International Hotel & Tower New York, please call (888) 448-7867 or visit www.trumpnewyorkhotel.com; to book at Trump SoHo New York, please call (877) 828-7080 or visit www.trumpsohohotel.com. Packages are subject to availability. Pricing does not reflect applicable taxes and fees. Ivanka Trump Fine Jewelry gift cards are valid through Dec. 31, 2010 and are redeemable at the Madison Avenue boutique or online at www.ivankatrumpcollection.com.

About Trump International Hotel & Tower® New York

The majestic [Trump International Hotel & Tower® New York](http://www.TrumpNewYorkHotel.com), the only Forbes (formerly Mobil) Five-Star hotel with a Five-Star restaurant in New York, is an icon delivering the highest level of service, style and exclusivity. Soaring above Columbus Circle, the 52-story structure features 167 luxurious guest rooms and suites, complete with European-style kitchens, marble bathrooms, and spectacular views of Central Park and the Manhattan skyline. Amenities include a 6,000-square-foot spa and fitness center, in-room dining by Jean Georges, the personalized service of the Trump Attaché™, in-room computers, and much more. The hotel has been selected as one of *Travel + Leisure's* "500 World's Best Hotels," and included in *Condé Nast Traveler's* "Gold List" and *Elite Traveler's* "Top Suites of New York City." Trump International Hotel & Tower New York, a member of Leading Hotels of the World, is located at One Central Park West, New York, NY 10023. For more information, please call (888) 448-7867 or visit www.TrumpNewYorkHotel.com. Find Trump International Hotel & Tower New York on Facebook at www.facebook.com/TrumpNewYork.

About Trump SoHo™ New York

Trump SoHo New York, the first luxury hotel in Downtown Manhattan, has captured the attention of international travelers and sophisticated New Yorkers alike. Establishing a new paradigm of design, Trump SoHo brings together the master works of Handel Architects, for the 46-story shimmering glass tower, and Rockwell Group, for the creation of the interior spaces. The 391 spacious guestrooms and suites feature floor-to-ceiling windows providing unrivaled views of the city's spectacular skyline and the Hudson River. Trump SoHo currently has hotel condominiums available for purchase with prices beginning at \$1.2 million. With just 12 rooms per floor, it has an intimate ambiance of sophistication and indulgence. Owners and hotel guests will enjoy world-class dining at Quattro Gastronomia Italiana, the Kastel cocktail lounge, the pool-side Bar d'Eau and the utmost in personal service with the signature Trump Attaché. The Spa at Trump® with its two levels of pampering services provides New York its only authentic luxury Turkish hammams. For more information, please call (877) 828-7080 or visit www.trumpsohohotel.com. Find Trump SoHo on Facebook at www.facebook.com/TrumpSoHoNewYork and on Twitter at www.twitter.com/TrumpSoHo.

Trump SoHo is a joint venture among The Sapir Organization, Bayrock Group, L.L.C., and an affiliate of the Trump Organization. Trump SoHo is located at 246 Spring Street, New York, NY, 10013.

For information on purchasing a hotel condominium at Trump SoHo:

Prodigy International, the exclusive sales and marketing company for Trump SoHo New York hotel condominiums, has an onsite sales office. For more information or to schedule a private appointment, call (212) 965-0008 or visit www.trumpsoho.com.

About Trump® Hotel Collection

Launched in October 2007, [Trump® Hotel Collection](http://www.TrumpHotelCollection.com) is the next generation of luxury hospitality – one that is raising the bar in the top-tier travel experience with a level of customized service unrivaled in the market today. Presided over by internationally renowned developer Donald J. Trump and his three grown children – Donald Jr., Ivanka and Eric – the prestigious portfolio includes the highly acclaimed Trump International Hotel & Tower® New York, Trump International Hotel & Tower® Chicago, Trump International Hotel™ Las Vegas, Trump International Hotel™ Waikiki Beach Walk® and the newly opened Trump SoHo™ New York. Additional hotel projects are under development around the globe, including Toronto, Panama, Dubai, Cap Cana, Scotland and New Orleans. Trump® Hotel

Collection is headquartered at Trump Tower, 725 Fifth Avenue, New York, NY 10022. Connect with Trump Hotel Collection on our [social media pages](#).

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