



**FOR IMMEDIATE RELEASE**

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**VACATIONING KIDS EXPLORE THE OUTDOORS THIS SUMMER  
AT MORE THAN 130 DOUBLETREE® HOTELS**

*Hotelier Extends Relationship With The National Arbor Day Foundation®  
To Offer Nature-Themed kidsCAREpak®*

**BEVERLY HILLS, Calif., May 16, 2007** – As temperatures heat up and vacationers take to the roads and skies this summer, thousands of kids across the country will receive a special complimentary welcome gift that brings the great outdoors to their family vacations. Doubletree Hotels is proud to continue its annual fun and educational tradition with the summer 2007 Doubletree **kidsCAREpak®** program – in 130 family-friendly destinations across North America this summer.

Extending its four-year relationship with The National Arbor Day Foundation®, Doubletree Hotels is encouraging kids and their families to explore the outdoors this summer – equipping them with several nature-themed games and activities. As a result, the complimentary “earth-packs” will be filled with a variety of outdoor-friendly tools and toys and will be presented to young guests ages three to 12 staying with their families at participating Doubletree hotels from Memorial Day weekend through Labor Day weekend.



The Doubletree “Outdoor Explorer” kidsCAREpak offers an assortment of items that youngsters will certainly enjoy during their travels. Included in this year’s durable, earth-themed souvenir sling canvas kidsCAREpak are:

- **kidsCAREpak Kid-sized Binoculars** – perfect for exploring the outdoors right up to the treetops!
- **kidsCAREpak Globe Hacky Sack** – immediate fun for kids to play with friends and family
- **kidsCAREpak Rainforest-themed Flying Saucer** – a classic toy with an educational spin
- **kidsCAREpak Outdoor Explorer Activity Book and Crayons** – pages of fun that include scavenger hunts, word searches, even a leaf rubbing activity!
- **kidsCAREpak Forest-filled Playing Cards** – a favorite pastime featuring fifty fun tree facts provided by The National Arbor Day Foundation.



*Vacationing Kids Explore The Outdoors With Doubletree Hotels This Summer 2-2-2*

“Doubletree recognized a unique opportunity to connect kids with nature this summer through an outdoor explorer themed kidsCAREpak to welcome all of our youngest guests,” said Ronnie Kaiser, senior director of brand marketing for Doubletree. “Thanks to our great relationship with The National Arbor Day Foundation, our Doubletree kidsCAREpak provides a breath of fresh air with a variety of fun-filled, outdoor-oriented activities families can enjoy together during their time away. The earth-themed pak also provides a series of environmental education lessons kids can take away long past their visit to our hotels.”

From the sun drenched beaches of California and Florida to the desert and mountain destinations of Arizona, New Mexico and Colorado and the exciting city life of New York, Chicago and Washington D.C., Doubletree hotels are located in and near some of the country’s most desirable vacation destinations. Children ages 18 and under stay free in the same room with their parents or grandparents at all U.S. Doubletree properties (subject to room occupancy and local fire safety regulations).

"We are very excited to be working with Doubletree Hotels again this year, and applaud their efforts to educate children on the importance of trees and the environment as a whole," said Kevin Sander, director of corporate marketing for The National Arbor Day Foundation. "It's critical to instill in children an appreciation and understanding of nature because they are earth's future stewards. The Doubletree kidsCAREpak is a great way to connect children with nature through fun, educational activities."

KidsCAREpaks are offered at no additional charge to guests traveling with children between the ages of three and 12 at participating hotels from May 25 – September 3, 2007. Complimentary welcome gift available while supplies last at participating hotels. Participating hotels subject to change without notice. Program not available to meetings or groups. Other restrictions apply.

For more information on the Doubletree kidsCAREpak program and/or participating hotels, please visit our kidsCAREpak website at [www.doubletree.com/kidscarepak](http://www.doubletree.com/kidscarepak) or call 1-800-222-TREE in the U.S. or Canada.

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