

PROCRASTINATORS' PROGRAM RESCUES LOVE LIVES
Crowne Plaza Time Square Offer Romantic Post-Valentine's Day Getaway

NEW YORK, Feb. 16, 2010 - For those who think Valentine's Day is for amateur lovers or have a mental block about making plans to express their appreciation for their beloved on Cupid's big day, the Crowne Plaza Times Square has come to the rescue of their love lives courtesy of the Valentine's Procrastinators' Program. With a pre-planned amorous gastronomic experience, romance inducing in-room amenities, breakfast-in-bed, commemorative memento and a Valentine's Day reminder on Feb. 1, 2011, the Valentine's Procrastinators Program will be worth the wait. The program will be offered starting Feb. 19 and 20 – the weekend after Valentine's Day, when canoodling couples dine on limited, so-called “romantic” menus at inflated prices in overcrowded restaurants. It will be available through March 28.

The road to romance in Times Square will begin with a private pre-arrival consultation with the hotel's concierge to determine the perfect restaurant for the make-up dinner according to personal culinary and atmospheric preferences. Once decided upon, the reservation will be made for the establishment where prices will be lower and choices larger than they would have been on February 14. Meanwhile the Crowne Plaza Times Square, reinvented with a recent \$85 million renovation, will set the stage for passion immediately upon arrival with a bottle of Champagne, bouquet of flowers and Godiva chocolate in one of its 770 guest rooms. Since all the hotel's guest accommodations feature stunning cityscape or Hudson River views, Valentine's Procrastinators' cosseting breakfast-in-bed will have an unforgettable background. A commemorative frame will make it difficult to forget or ignore future February 14ths.

And just to make sure there are not repeat offenders, the Crowne Plaza Times Square will send a Valentine's Day reminder on Feb. 1, 2011, accompanied by a custom created romantic dinner menu - complete with recipes - inspired by the restaurant they chose for their 2010 Valentine's Procrastinators' celebration. No excuse for a memory lapse, no need to join the amateur lovers' ranks at a restaurant and no reason to procrastinate making plans. They will already have been made with a little help from the hotel.

The Crowne Plaza Times Square's Valentine Procrastinators' Program is priced from \$345, including: one-night stay on Friday, Saturday or Sunday; pre-arrival concierge consultation and restaurant reservation; in-room Champagne, flowers and chocolates; breakfast-in-bed; commemorative frame; and 2011 Valentine's Day reminder with custom menu and recipes.

For reservations, please call 1-800-243-6969 or visit www.cpmnhattantimesquare.com

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