

TRUMP®

HOTEL COLLECTION

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COOKIES & MILK PEDICURE? *GOODNIGHT MOON* ON THE NIGHTSTAND? TRUMP HOTEL COLLECTION LAUNCHES TRUMP KIDS FOR THE JUNIOR JET SET

***New Brand-Wide Program Caters to Children & Teens With Kid-Pleasing Spa Treatments,
Swimming Classes & More, While Trump Baby Attaché Tends to the Tiniest Tots***

NEW YORK – Aug. 19, 2009 – An indulgent morning at the spa. An afternoon by the pool, refreshing “cocktail” in hand. Then it’s back to the room, where a cozy robe and slippers await for an evening of ... PlayStation and popcorn? [Trump Hotel Collection](#) has unveiled **Trump Kids**, a brand-wide program that extends all the luxury and pampering of a Trump stay to the brand’s younger guests, whether they’re accompanying the ‘rents on a Vegas vacation, a Windy City weekend or a Big Apple break.



Trump Kids is offered at all Trump Hotel Collection properties, from the flagship [Trump International Hotel & Tower® New York](#) and recently opened [Trump International Hotel & Tower® Chicago](#) and [Trump International Hotel™](#)

[Las Vegas](#), [Trump International Hotel™ Waikiki Beach Walk®](#) to the soon-to-open [Trump SoHo™ New York](#).

“No guest is an afterthought, no matter his or her age. Trump Kids ensures that children who stay at any hotel in the Trump Hotel Collection enjoy the same exceptional hospitality and superior services as their parents,” said Trump Kids creator Robert Prohaska, director of sales and marketing at Trump International Hotel & Tower Chicago.

Special spa treatments have been created for youngsters, from three “flavors” of pedicures – Cookies & Milk, Trump Jr. Sundae and Milkshake – to 30-minute facials, massages and swim classes. Teens can pamper themselves with pedicures, a Trump Teen massage, facial, makeup lesson, and nail services. And all Trump Kids enjoy their own version of the Trump Hotel Collection’s signature guest services program, the **Trump Attaché™**.

“At its best, a hotel stay can be a magical experience for a child,” said Eric Trump, executive vice president of development and acquisition for The Trump Organization. “My own childhood was filled with wonderful travel adventures, and one of the highlights was always checking into the hotel, where I was made to feel like a special guest. It’s the closest most children will ever come to feeling like royalty.”

The following Trump Kids services and amenities are available at all Trump Hotel Collection locations:

- Children's restaurant and in-room dining menus
- Kiddie cocktail menu
- Special kid and teen treatments, and discount pricing at the spas
- Trump Kids Attaché
- Map of the destination with "must-see" spots
- Nanny services (rates apply)
- Use of the swimming pool
- Swim lessons (by appointment, rates apply)
- Trump Kids coloring book upon check-in
- Trump Kids no-tears baby bath amenities in-room
- Cribs with plush linens
- Bed rails
- Rollaway bed
- Board games
- Children's books
- In-room children's movie channel (rates apply)

In addition, some locations offer the following Trump Kids benefits:

- Child-sized robes and slippers (selected sizes)
- Rocking chair
- Baby monitors when reserving a one-, two- or three-bedroom suite
- PlayStation and Xbox
- MP3 players with kid-friendly music
- Stroller
- Pack-n-play
- Diaper Genie
- Humidifier
- Trump Kids Biz cards printed with each child's name

Even the tiniest guests enjoy special attention, giving Mom and Dad a well-deserved break. **Trump Baby Attaché™** offers a wide array of complimentary services to families traveling with infants and toddlers, include the following:

- Pre-stocking the guest room and kitchen with necessary supplies so that families can travel lighter. The Attaché will shop for everything from special infant formula and favorite baby foods to diapers and bath supplies ahead of the family's arrival. (Purchases are charged at cost to the guest's account.)
- Furnishing Baby's bedroom with rocking chair, playpen and crib.
- Child-proofing guest accommodations, covering electrical outlets, moving breakable items out of reach, etc.
- Placing age-appropriate books and a CD of lullabies in Baby's room.
- A signature Trump bib as a memento of the stay.
- Use of a shaded stroller for walks.
- Delivering, on request, any additional supplies throughout the family's stay.
- Reserving babysitters so that Mom and Dad can enjoy an evening out.
- Providing information on local baby-friendly sights and activities, from children's museums to mommy-and-me classes.

For reservations, please visit www.trumphotelcollection.com, or in New York, call (888) 44-TRUMP or visit www.trumpnewyorkhotel.com. For Chicago, please call (312) 588-8000 or visit www.trumpchicagohotel.com. For Las Vegas, please call (866) 939-8786 or visit www.trumplasvegashotel.com.

About Trump® Hotel Collection

Launched in October 2007, [Trump® Hotel Collection](#) 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, the recently opened Trump International Hotel™ Waikiki Beach Walk® followed by Trump SoHo™ New York in early 2010. 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. Follow Trump Hotel Collection on Twitter at www.twitter.com/TrumpCollection.

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