



For Immediate Release

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The Seelbach Hilton Opens New Wedding Studio

Historic hotel enhances, expands services for Louisville's premier events

Louisville, KY – November 30, 2010 – The historic Seelbach Hilton announced today the opening of the new Seelbach Wedding Studio, marking the hotel's ongoing emphasis in catering to Louisville's finest weddings and wedding parties. The new Seelbach Wedding Studio is located near the main lobby and features a stylish one-stop planning experience for prospective brides and grooms.

"The Seelbach Hilton has always been synonymous with grand events and enchanted weddings," said Kristina Haysley, the hotel's wedding sales manager. "The new Seelbach Wedding Studio is the ultimate experience in planning an elegant Seelbach wedding," she said.

The Seelbach Wedding Studio offers a comfortable setting for informational and planning sessions between brides-to-be and the Seelbach staff. Couples have access to a library of photography and videos of past Seelbach weddings, giving them an opportunity to view and sample ceremony and reception options. To assist in planning, many choices, such as linen samples, are available to see and touch in person, giving brides a sense of what they can expect for their wedding and reception the Seelbach.

"We have created a location as inviting and glamorous as the hotel's ballrooms and amenities," said Haysley. "The Seelbach Wedding Studio gives couples a first-hand view of the hotel's elegant features and unique capabilities".

The Seelbach Hilton has long been one of Louisville's most popular settings for weddings and events, from intimate gatherings to grand celebrations. The hotel's personalized service staff meticulously attends to every detail, from customized menus, themed décor, and extravagant wedding cakes. Every wedding is serviced by a team of dedicated event professionals. The Seelbach has planned successful weddings as small as 25 and as big as 650 guests.

Choose the perfect ambiance — from the Seelbach's classic Grand Ballroom, the wedding reception venue captured in F. Scott Fitzgerald's *The Great Gatsby*, to the one-of-a-kind Rathskeller, made of rare Rookwood Pottery.

The hotel's stylish setting includes first-class amenities including Kentucky's only AAA Five-Diamond awarded restaurant, The Oakroom. Southern hospitality and turn-of-the-century décor will create an enchanting environment for the perfect day.

The Seelbach Wedding Studio features a large picture window that overlooks 4th Street. Each month the window will showcase displays from Louisville's finest florists, wedding planners and design teams. The display rotation will give couples a chance to view the latest wedding trends. The classic elegance of the Seelbach Wedding Studio is enhanced with a crystal chandelier that is similar to the chandeliers that adorn the hotel's Grand Ballroom.

For more information on Seelbach Hilton weddings, please call Kristina Haysley at (502) 585-9208 or visit www.insertwebsite.com

About The Seelbach Hilton

The Seelbach Hilton is equal parts historical landmark and architectural masterpiece. The historic hotel began as the dream of two Bavarian brothers — Otto and Louis Seelbach — who opened the lavish, turn-of-the-century Beaux Arts Baroque hotel in 1905. Since its opening, the Seelbach has hosted international celebrities and world politicians visiting the area and remains Louisville's most prestigious hotel, providing service for business events and social gatherings. The 321-room luxury hotel is a four-star property and listed on the National Register of Historic Places. The Seelbach is also home to The Oakroom, a culinary jewel and the only AAA Five-Diamond restaurant in Kentucky. Located in the heart of downtown Louisville, the Seelbach Hilton is within walking distance to Fourth Street Live!, Kentucky International Convention Center, and the KFC YUM! Center. For more information on the Seelbach Hilton or to make reservations, please visit www.SeelbachHilton.com.

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