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HAMPTON® HOTELS SAVE-A-LANDMARK® PROGRAM SHINES SPOTLIGHT ON ATLAS THEATRE

Local hotel volunteers refurbish historic Vaudeville theatre in time for annual Frontier Days

Beverly Hills, Calif., July 7th, 2009 – In 1908, the Atlas Theatre in Cheyenne, Wyo., first opened its doors to the public, showcasing the Vaudeville theatre genre that was considered to be one of the most popular in America between the 1880's and 1930's. Today, in time for the city's annual Frontier Days, volunteers from Hampton Hotels' Save-A-Landmark program (www.hamptonlandmarks.com) refurbished the historic Atlas Theatre.

More than a dozen volunteers from local Wyoming Hampton properties worked an estimated 75 hours alongside members of the Cheyenne Little Theatre Players to help restore the Atlas Theatre back to its original appearance. Volunteers conducted a thorough cleaning, including cleaning, wood polishing and painting, to get the theatre ready in time for the 53rd Old Fashioned Melodrama presented by the Cheyenne Little Theatre Players as a part of Frontier Days.

"Theatre is a vital aspect of America's entertainment history, a precursor to modern film," said Judy Christa-Cathey, vice president of brand marketing for Hampton Hotels. "Hampton's Save-A-Landmark program is helping to ensure that the Atlas Theatre will continue hosting fun and inspiring productions for their community through the efforts of our local hotel volunteers and a \$10,000 donation for continued care of this historic landmark."

Originally built in 1887, the Atlas Building was converted to the Atlas Theatre in 1908. Designed by Master Wyoming architect William Dubois, the theatre showcased seating for 550 people, a stage sufficient for traveling companies of the time, a soda fountain, a penny arcade and confectionary parlor. The theatre typically showcased Vaudeville acts, considered to be one of the most popular forms of entertainment in America between the 1880's and 1930's. Today, the historic Atlas Theatre seats about 250 and is home to productions by the Cheyenne Little Theatre Players.

The Atlas Theatre is Hampton's fifth landmark to be restored in 2009 as part of the "All-American Landmarks" campaign. This year, Hampton is devoted to restoring sites that represent what it means to be American, just like the Atlas Theatre as well as others like the Robert Frost Farm and

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Mayberry's Old City Jail. Each site that Save-A-Landmark will refurbish reflects the individual personalities of the states and their residents, and signifies defining moments in the country's past.

Communities across the country showed their American spirit by casting thousands of votes to help elect the nine landmarks that will be restored this year. The public voted for their favorite "All-American Landmarks" in nine states, including Wyoming, Kentucky, Maine, Minnesota, Nevada, New Hampshire, North Carolina, and Oregon.

Over the years, Hampton has worked to preserve 45 historical, fun and cultural landmarks from the Carousel Gardens in New Orleans, La. to the historical National Monument to the Forefathers in Plymouth, Mass. During this time, the program has helped research landmarks in need, promoted landmark sites and their importance, facilitated tens of thousands of volunteer hours, donated several tons of supplies and worked with matching grants – all at an investment of more than \$3.5 million. Uniting its hotels together in the communities they serve, Hampton employee-volunteers work hand-in-hand on the landmarks while Hampton provides the financial support to refurbish selected sites. The Save-A-Landmark program has already successfully refurbished a landmark in 37 states, continuing on with the ultimate goal to "save" a landmark from each of the 50 states by the end of 2010.

About Hampton Hotels

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For more information about Hampton Hotels, please visit www.hampton.com/pressandmedia.

For more information about Hampton Hotels Save-A-Landmark program, please visit www.hamptonlandmarks.com.

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