



FOR IMMEDIATE RELEASE

CONTACT: Dan Pittman
714.282.9994
dan@pittmanpr.com

HILTON ANAHEIM PLANS FIRST-EVER TWEETUP SOCIAL MEDIA EVENT
*Fans and followers invited to end-of-summer Tweetup to tweet about the
hotel's renovated pool bar & grill area and preview new mobile site*

ANAHEIM, Calif., (July 28, 2011) – Social media influencers can count on being tweeted to a good time on Wednesday, August 31 when Hilton Anaheim, Orange County's largest hotel and its premier convention and leisure destination, hosts its first-ever high-tech Tweetup event, featuring prize giveaways, Twitter-themed food and beverages, complimentary massages, and more.

The hotel will be encouraging these guests to use their accounts with Twitter, the online social networking and microblogging service, to share up to 140 character-long online posts about their first-hand experience at the hotel with their many friends and followers. To do so, they can use the hashtag, #HATweetup. The event is scheduled from 6 until 9 pm.

“More and more, travelers are using the Internet and social media to learn about and to share information on vacation destinations, things to do, hotels, restaurants and more,” said Shaun Robinson, General Manager, Hilton Anaheim. “Tweeters, bloggers and other social media users can be very influential and we want to be part of the online conversation.”

The event will take place in the hotel's outdoor pool area where more than one million dollars was spent in renovations, including adding a giant water bucket, a poolside lounge and grilling station, and more. The hotel completed a \$60 million renovation in 2009.

Attendees will also receive an exclusive sneak-peak of the hotel's brand-new mobile site providing detailed information on dining, meeting space, area attractions and other information.



Tweetup guest will be treated to the following:

- A red carpet entrance with Twitterazzi snapping photos
- Complimentary five-minute massages courtesy of the Health Club at Hilton Anaheim
- Complimentary Twitter-themed food fare
- Twitter-themed cocktails like Margatweetas, Motweetos and Twequila Sunrises for purchase
- Mixologist demos
- Prize giveaways, including complimentary hotel stays
- Music

As part of its environmentally friendly efforts, the hotel has asked that guests RSVP for the event via Eventbrite.com, an electronic invitation website: <http://www.eventbrite.com/event/1967945177>

Hilton Anaheim is located at 777 Convention Way in Anaheim, California.

###

About Hilton Anaheim

Completely renovated as of January 2009, the stunning and contemporary new Hilton Anaheim is Orange County's premier destination for your next meeting, event or vacation. With 1,572 guestrooms and 100,000 square feet of meeting space, we are the largest and most flexible hotel in the Los Angeles/Orange County region. We are located next door to the Anaheim Convention Center and about a block from the Disneyland Resort. To book a reservation, please go to www.hiltonanaheimhotel.com or call 1 (877) 776-4932.

About Hilton Hotels

Hilton Hotels is the stylish, forward-thinking global leader of hospitality that welcomes guests in more countries than any other full-service hotel brand. The Hilton brand currently includes more than 530 hotels and resorts in 76 countries, and plans to serve travelers in 80 countries by the end of 2011.



By offering innovative products, services and amenities, Hilton enables travelers to be at their best 24/7, whether traveling for business or leisure. Start your journey at www.hilton.com.

About Hilton Worldwide

Hilton Worldwide is the leading global hospitality company, spanning the lodging sector from luxurious full-service hotels and resorts to extended-stay suites and mid-priced hotels. For more than 90 years, Hilton Worldwide has been offering business and leisure travelers the finest in accommodations, service, amenities and value. The company is dedicated to continuing its tradition of providing exceptional guest experiences across its global brands. Its brands are comprised of more than 3,600 hotels and more than 590,000 rooms in 81 countries and include Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Hilton, Doubletree, Embassy Suites Hotels, Hilton Garden Inn, Hampton Hotels, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages the world-class guest reward program Hilton HHonors®. For more information about the company, please visit www.hiltonworldwide.com.